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ABSTRACT

This report describes a study of the Jackson-George Regional Library (JGRL) System, which serves a 2-county area in Mississippi with a population of 131,918. The purpose of the study, which built on the planning and administration goals identified in "Planning for Progress: The Long Range Plan of the Jackson George Regional Library," was to provide a framework that the eight-library system could use to change roles and set new directions. This report is divided into four major sections following a brief opening section that describes the organization of the report. The second section, which makes up the major part of the report, presents the results of a telephone survey of 453 persons that collected information on demographics, media ownership, and library use or non-use. It is noted that the most significant findings of the telephone study were: residents appear to seek out the library in the system that best meets their needs, regardless of location; non-use because of sight and mobility problems indicates a need to promote services for handicapped persons; and newspapers were found, by far, to be the best means of publicizing library programs. The telephone survey was supplemented by a face-to-face survey administered to 202 people at four Wal-Mart stories, also described in section 2. The next major section identifies mechanisms used to build staff and trustee confidence in the planning process and analyzes responses to the JGRL System Staff and Trustee Surveys that focus on the library role, effectiveness, and performance. Section 4 reviews other internal studies and surveys, and the fifth and last section analyzes collection performance, including turnover rates of collection categories and collection and circulation proportions. Copies of survey instruments and numerous tables of survey data are included. (KRN)

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The Context For Planning:

A Report to the
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The Gulf Coast Investigations Group

Kathleen de la Pena McCook
Professor
School of Library and Information Science
Louisiana State University

Gary O. Rolstad
Associate State Librarian
State Library of Louisiana

Sara M. Taffae
Automation Consultant
State Library of Louisiana

Baton Rouge, Louisiana
Chalmette, Louisiana
Marathon, Vaca Key, Florida

March 1992

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McCook

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Kathleen de la Pena McCook, Professor
School of Library and Information Science, Louisiana State University

Gary O. Rolstad, Associate State Librarian
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Sara M. Taffae, Automation Consultant
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PREFACE

This report synthesizes and consolidates activities that respond to the "Planning and Administration" goals identified in Planning For Progress: October 1, 1991 - September 30, 1997, the Long Range Plan of the Jackson George Regional Library.

Recognizing that good planning creates a positive attitude toward change and development, we have organized this report to describe and discuss specific activities undertaken to meet JGRL goals and objectives in light of current marketing theories. This provides a readable report and at the same time, through reference to specific goals and objectives of the JGRL, responds to and articulates with the Planning For Progress document.

THE GULF COAST INVESTIGATIONS GROUP.

Kathleen de la Pena McCook, Professor
School of Library and Information Science, Louisiana State University

Gary O. Rolstad, Associate State Librarian
State Library of Louisiana

Sara M. Taffae, Automation Consultant
State Library of Louisiana

MARCH 1992

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Introduction

INTRODUCTION

The decision to set goals and objectives for libraries is the beginning of a process called marketing. Briefly defined, marketing is the positioning of a product (or service) in the marketplace to best advantage. To determine this positioning an ongoing analysis and adaptation to the environment of the service must take place. When this process is undertaken for the first time, a great deal of time, effort, anxiety, and experimentation are needed. Patience and tolerance are necessary as weli. And framing all of these elements is a belief in what you do, even an optimism about what you do.

In a larger sense, marketing is the identification of key constituencies through various analyses and collaboration, and then working with these constitutencies to design the most appropriate products, goals, and objectives. These are well known managerial techniques that develop shared goals and future-oriented thinking. As in the marketplace of commerce, this becomes an ongoing process, but with a diminishing return on effort because of the experience in analyzing, testing, and responding to the environment and the products you design.

Jackson-George Regional Library (JGRL) has more than laid the basis for establishing a marketing plan. Planning For Progress documents and community analyses have delved into the marketing process. This report, which responds to "Planning and Administration" goals and objectives from Planning For Progress contains additional library specific elements drawn from administrative vision, staff participation, trustee support, output measures, surveys, consultancy, and synthesis. This report also provides the framework to set roles and new directions for the library as clearly as possible, as realistically as possible, while utilizing the mission of the library as developed by the JGRL Goals and Objectives Committee.

MISSION STATEMENT

It shall be the aim of the Board of Trustees of the Jackson-George Regional Library System that the resources, services, and operations of the library shall come as near reaching standards for good public library service as possible.

THE MISSION OF THE REGIONAL LIBRARY SYSTEM IS TO MAKE READILY AVAILABLE TO THE GREATEST NUMBER OF RESIDENTS THE MOST WANTED LIBRARY MATERIALS OF ALL KINDS AND TO SERVE AS A POINT OF ACCESS FOR ANY NEEDED INFORMATION

It shall not be the purpose of the library to take the place of or substitute for school library service, but rather to supplement and augment the information needs of the students.[1]

ROLE CONFLICT

Librarians have served all levels of people in all walks of life. Our intentions have always been to respond to the users and potential users with professional expertise and service. Our actual abilities have always been limited by the level of resources we can provide and by our attitudes about certain services which may or may not be outside of our training. Recently, economic realities have forced us to re-examine not merely our course, but also our role in each and every library community.

The posture we must assume is one ready for change, ready for trying new ways based on new analyses, and sometimes against our tradition, desires, and instincts. The willingness to accept new roles is very hard, particularly when we feel proud of the service we have performed. The greatest role conflict we face in the 1990's is our recognition of change and our multicultural awareness pitted against the competition for people's time and the uncertainty of adequate resources. Or put another way: Our devoted service to all versus the trend of market segmentation and targeting certain populations for results. Most librarians are used to change and familiar with role conflicts. Is the period of growth truly over? The "narrowcasting" of market segmentation and specific role setting for libraries may create great difficulty for librarians responsible for organizational survival.

The analysis of data about the JGRL gathered from December 1990 to February 1992 looks for evidence of affirmation, efficiency,productivity, and progress; we also sought to find obstacles,conflict, and uncertainty. Our remarks are for your consideration.

Marketing and planning are research activities, and research is an evidentiary process. Wherever possible, we have looked at local findings, studies of results in comparable environments, and reports in the fields of library science, management, and related disciplines. The work of Jackson George Regional Library, its administration and staff, are contributions to the development of these fields through their willingness to participate in the research of progress. In some ventures everyone benefits.

DEMOGRAPHICS

Population shifts have slowed in some areas of the country, notably the South excepting Florida. The slower birth rate, a stagnant economy, and even conservative politics have reduced changes to a minimum. Additionally, the slower growth and cautious adventures of business and families have forced us to search more deeply into the changes that are occurring, in searchof trends upon which we can base strategy.Conservatively speaking, the demographic evolution suggests that the Pascagoula and Ocean Springs communities will continue to lead the system in reading activity given the traditional advantages and market segment of educated, centrally located, and more affluent potential library users. The growth in library usage in the communities where newer libraries exist will continue for the next two years or so, whereupon these facilities will begin to show a slow rate of growth. The likely user in those communities - St. Martin, East Central, Vancleave - will have developed library habits according to their demographic make-up.

Judith Drescher, Director of Memphis/Shelby County Library and Information Center, says that marketing people can replace their demographic studies with observations of public library reference desks. Unfortunately we know that not all persons use libraries, despite encouraging news from a recent poll. Once again, librarians face the issue of determining the market segment that will best support the library.

OTHER TRENDS

Theorist Charles Handy, in his book called The Age of Unreason, says we have entered an era of discontinuous, disjunctive change.[2] He argues that the past will be of little use in planning the future, if indeed we can plan the future. Walter Truett Anderson supports this in another work called Reality Isn't What It Used To Be.[3] He points out that teachers (whom he also calls "information providers") must prepare learners (whom he considers to be a broad group of post formal education adults) for jobs that will require skills that have not been discovered yet. He also says we live in a society whose requirements are a mystery. Suffice it to add that an era of flexibility and experimentation is upon us. We must become teachers of lifelong learners rather than teachers of curricula. Librarians may not think they have ever had "curricula"; but we DO have some very traditional way of doing things, and a posture for change should be at the heart of a future strategy.

References

1. The JGRL Mission Statement appears in Planning for Progress: October 1, 1991-September 30, 1997, p. v. Members of the Goals and Objectives Committee:

Jane Bryan, Library Director
Allene Brown, Chair, Regional Board of trustees
Robert Willits, Associate Director
Elizabeth Quintana, Library Planning
Jean Goff, East Central
Penny Groves, St. Martin
Julia Holmes, Reference
Mary Ann Louviere, Youth Services
Bill Majure, Systems
Carol Mars, Vancleave
Linda Posey, Pascagoula
Jill Rode, Ocean Springs
Flo Scholtes, Special Services
Janet Smith, Lucedale
Misty Stokes, Public Relations
Jill Tempest, Moss Point
Jo Anne West, Gautier

2. Charles Handy, The Age of Unreason (Cambridge: Harvard Business School Press, 1989).

3. Walter Truett Anderson, Reality Isn't What It Used To Be: Theatrical Politics, Ready-To-Wear Religion, Global Myths, Primitive Chic, and Other Wonders of the Postmodern World, San Francisco: Harper and Row, 1990.

Section I

Organization Of This Report

Section I.

ORGANIZATION OF THIS REPORT

This report is divided into five sections plus the introductory overview on planning and marketing for library services. This brief section outlines the report's organization.

Section II, "Studying the Community Served," describes the JGRL System Community Profile, presents tables and narrative from the System-wide telephone survey, and presents and discusses the findings from the Wal-Mart field research as Planning Report #1 and #2.

Section III, "Role Setting and Planning," identifies mechanisms used to build staff and trustee confidence in the planning process. It also analyzes those sections of JGRL System Staff and Trustee Surveys that focus on variables relating to library role, effectiveness and performance.

Section IV, "Studying JGRL System Service and Operations," summarizes JGRL reports and studies and provides a checklist of studies conducted from 1985 to date.

Section V, "Collection Performance: An Evaluation of Statistics from Jackson-George System Libraries," is an extension of the kinds of in-house data gathering and analysis cited in Section IV and is presented as an in-depth model of institutional analysis that can be conducted through automated circulation systems.

Section II

Studying the Community Served

Section II

A.

STUDYING THE COMMUNITY SERVED

The JGRL System Goals and Objectives Committee developed a comprehensive Community Profile in 1990. Because studying the community served is crucial to planning and development of services, such background effort is fundamental to the plannning effort. In its Community Profile which opens with a historical sketch, and topographical overview, a series of reports on demography, economic development, communication agencies, recreation, cultural life, churches, health care services, governmental units, education and libraries are presented.

Fully half of the community profile focuses on libraries in the JGRL System. Brief histories of the libraries are included which form the foundation for continued community analyses. Because the current planning initiative has taken place during the 1990 census data gathering period, we have not dwelt on demographics having only solid summary data at hand. Late in 1992 or early 1993 the community profile should be updated as complete census data are released.

Prior JGRL System studies focused on identified users (surveys took place at the point of service). The two community analyses conducted by the consulting team go beyond current users to random samples of the community as a whole. Because the community as a whole would not respond well to complex library-related questions, the analyses focused on information and recreational needs. This is baseline information for the community at large rather than "captive" information from those who are already users. Below we discuss the two major community analysis projects conducted during 1990-91--the telephone survey and the Wal-Mart field research.

Section II

B.

TELEPHONE SURVEY

Methodology

In November 1990 the consulting team submitted a draft survey to the JGRL Goals and Objectives Committee. The Committee worked on survey revision. The survey appears as an appendix to this section. Rolstad worked with Quintana to identify a survey research firm to administer the telephone queries. Marketing Research Institute from Jackson was selected. In collaboration with Vern Kennedy, President, a sample using random digit dialing from telephone prefixes in the JGRL service area was drawn in proportion to population served. There were 453 surveys administered. Nine were missing data for coding. Coding data, inputting data for statistical analysis and programming were done by Taffae. The narrative and tables that follow are based on these data.

Demographics

Data tables display complete information on all questions by total and by nearest library to respondents. Eighty-nine percent of all respondents were from Jackson County; 11% were from

George County (Table T-1). Most respondents were long-time residents with only 11.9% living in the area for less than five years (Table T-3). The eight libraries varied in this considerably, however, with Ocean Springs residents tending to be "newer" (20.7% had lived there less than five years) and Lucedale residents "older"--only 2.1% had lived there less than five years. (Tables EC-3;G3;MP-3;OS-3;P-3;SM-3;VC-3;L-3)

The overall population was 83.4% White and 15.9% Black (Table T-4). Moss Point had the largest number of Black respondents (38.4%) and East Central the fewest (3.1%). Although other ethnic groups were represented these accounted for less than 1% of the total sample. (Tables EC-4;G-4;MP-4;OS-4;P-4;SM-4;VC-4;L-4).

It should be noted that census data identify 1,115 Jackson County residents of Asian/Pacific Islanders descent (about .8%) who were missed in the telephone survey due to sampling.

Age is displayed in Table T-2. Overall the age range shows a fairly even distribution. Some communities, however, have a larger percentage of senior residents than others. Lucedale's "over 65" population was 17% (Table L-2) compared to East Central's 9.4% (Table EC-2). Such data have implications for programing and collection development. Male and female respondents were fairly equally divided (45.9% male; 54.1% female as seen in Table T-5). Homebound respondents accounted for 4.4% of the total (Table T-6) with Moss Point indicating the highest percent (Table MP-6/6.8%) followed by Lucedale (Table L-6/6.4%).

To see how close these data are to 1990 census figures, these are presented below in parallel with survey results in Table 1. Race variables as reported in the census are at variance with survey variables because census figures are for citizens of all ages, not just the 18 and older group we canvassed. When more complex census data are released (late in 1992) these comparisons should be made again.

Table 1

SURVEY DATA AND 1990 CENSUS DATA COMPARED

(18 AND OLDER)

	Library Survey		1990 Census Data	
George	50	11.7%	11,624	12.5%
Jackson	403	89%	81,028	87.5%
Total	453		92,652	
Black	72	15.9%	25,168	19.1%
White	378	83.4%	105,139	79.7%
Other/Missing	3	.6%	1,609	1.2%*
18/19-24	48	10.6%	12,973	14%
25-64	339	74.9%	67,001	72.3%
65+	63	13.9%	12,678	13.7%
Unknown	3	.7%		

*1990 Summary Population and Housing Characteristics:Mississippi, p.27,29. Data for total population.

It is crucial, for planning, that demographics be scrutinized carefully. JGRL planners have developed foundation information in the 1990 report, Planning for Progress: Community Profile based on 1980 census data. Once 1990 data are released, a similar analysis should be developed for planning over the next five-year period.

But even given the preliminary census data we have at hand, some observations can be made about changing demographics at the community level. George County demonstrated a continued growth, up 1,376 residents in 1990 for a total of 16,673 from 15,297 in 1980. Jackson County showed a decline of 2,772 from 1980. (Jackson County: 1980 - 118,015; 1990 - 115,243)

While microlevel planning based on yet-to-be-released census data must wait, JGRL planners need to monitor these data carefully. For example, if we take one of the variables for which we do have 1990 data, "family households", we find the following:

George County (pop. 16,536 for household analysis) has 5,779 "households". Of these 3,855 are married couples; 599 are female-headed (no husband present); 137 persons are institutionalized; and there are 3.22 persons per family. For Jackson County (pop. 114,249 for household analysis) there are 40,454 "households". Of these 24,777 are married couples; 5,453 are female-headed (no husband present); 635 are institutionalized; and there are 3.25 persons per family. George County's female-headed households are 13% of its total compared to 17.3% of Jackson County's. While planning for service at the individual library needs to take into account more detailed, yet unreleased data, we can see that the greater percentage of female-headed households in Jackson County could be the basis for differently configured service delivery.

Good thorough understanding of demographic specifics is the foundation of good service and good planning. As Knapp observes in her forecasting for the 21st century, the median age is climbing, those over 65 will outnumber teenagers 2 to 1 and there will be a boom in adult education.[1]

So, given that the Telephone Survey's basic demographics were aligned with census data (allowing, of course for the standard statistical margin of error), we can proceed to identify findings for the total JGRL service area with highlights and variance noted by individual libraries. For convenience all tables are grouped at the end of discussion with T-Tables first, (total JGRL service areas), individual libraries in Jackson County in alphabetical order, then George County/Lucedale.

Educational Activities

To gain an understanding of the scope of formal educational activities involving JGRL residents two questions were asked. Question 6 asked if respondents were taking classes for any reason. Results are displayed in the 7 series tables. Of total respondents 15% indicated they were involved in educational activities. The range was 23.2% in Gautier (Table G-7) down to 9.1% in Vancleave (Table VC-7).

Types of classes taken were asked in Question 7. College level courses were taken by 7.1% of all respondents (Table T-8). Gautier residents were most frequently enrolled in college at 16.1% (Table G-8) and Ocean Springs residents least frequently (Table OS-8). Job-related courses represented 3.8% of the total (Table T-9) with East Central residents most likely (15.6%;Table EC-9) and Pascagoula residents least likely (1.9%; Table P-9).

Physical fitness courses were indicated by a tiny number--2--as shown in Table T-10. Adult education (non-credit) was also seldom indicated with only 3 so indicating (Table T-11). Nine students were in "hobby" type courses (Table T-12) and 8 indicated "other." (Table T-13).

Responses to these questions show a widely varying level of involvement in adult education. Gautier, with a community college close at thand, demonstrated higher involvement in formal education and East Central with the highest level of involvement related to employment. The low level of adult education may indicate that opportunities for library-based adult education activities would be welcomed.

Media Ownership

In an attempt to identify the types of hardware owned by respondents, question 8 was included on the supposition that such information could provide JGRL with background information on potential demand for media.

VCRs were owned by 77.9% of all residents (Table T-14). Ownership varied considerably by library, however, with East Central ownership at 84.4% (Table EC-14) and Vancleave ownership just over half at 63.6% (Table VC-14). Compact disc player ownersip has not penetrated as deeply. Only 18.8% of all residents owned this device (Table T-15). Again, respondents varied by library with St. Martin residents showing the highest ownership (26.3%;Table SM-15) and Vancleave lowest (4.5%;Table VC-15).

Personal computers were slightly more popular than CD players with 19.9% of the total showing ownership (Table T-16). This, too, varied by library proximity. East Central residents were least likely to own computers (9.4%;Table EC-16) and Gautier residents most likely (32.7%;Table G-16).

Audio-cassette players were owned by 43.9% of all residents (Table T-17). St. Martin respondents showed highest ownership (57.9%;Table SM-17) and Vancleave lowest (31.8%;Table VC-17).

Taken together these data on media ownership demonstrate that by far the capacity to use media is available to VCR owners. Thus of various media available for purchase, collection developers would serve the broadest audience by purchasing videos. Ownership of other media varies considerably by library and individual collections should strive to reflect potential use.

Library Use

Nearly two-thirds of all respondents indicated that they were library users (Table T-19). This varied by library. Ocean Springs residents indicated the highest use (76.8%;Table OS-19); followed by East Central (71.9%;Table EC-19); Pascagoula (69.8%;Table P-19); Gautier (67.9%;Table G-19);

Vancleave (63.6%;Table VC-19); Lucedale/George County (59.6%;Table L-19); Moss Point (54.8%;Table MP-19); and St. Martin (52.6%;Table SM-19).

Question 11 asked which library respondents used most often. We did not ask if work or other factors shifted use from the respondents' nearest library to other service outlets, but the results are fascinating in terms of user mobility and choice. The Table 20 series reflects percentage of use of libraries in closest proximity to respondents.

Ocean Springs residents were most likely to make use of their library (72%;Table OS-20) followed by East Central (65.6%;Table EC-20); Pascagoula (65.1%;Table P-20); Lucedale (53.2%;Table L-20); Gautier (51.8%;Table G-20); Vancleave (45.5%;Table VC-20); Moss Point (39.7%;Table MP-20); and St. Martin (21.1%;Table SM-20). Pascagoula was the most popular alternative use library with 12.5% of Gautier respondents; 12.3% of Moss Point respondents; and 13.6% of Vancleave respondents indicating Pascagoula to be the library they used most often.

These indicators of cross-over library use are positive for the regional library system concept. They indicate that people may use libraries near shopping or work and that the relative availability of libraries throughout the system may enhance overall use. While one might infer that low use of a particular site indicates lack of satisfaction with that facility, this cannot be established from the data at hand. Further investigation might be done of cross-over use or it might be assessed as an argument for the system concept.

Of individuals stating that they were library users 252 (55.6% of total) indicated that they held library cards. This means that about 10% who indicated they were frequent users were not borrowers. Reasons provided were not particularly illuminating. Most stated that cards had expired or that they used family member cards. A few indicated that all they desired was "in-library" use.

Sunday opening was a popular option for library users. Twenty-six percent of all respondents (40.7% of users) stated that they would use the library more often if it were open on Sunday afternoons.

Asked how they found out about library services and activities, users indicated that newspapers were most effective (21.4% of all users) followed by posters (16.3%) and friends (11.5%). The Table series 23 through 30 give more precise analysis.

Asked the open-ended question, "What kind of materials or information do you feel the library is not providing," netted a variety of responses with "don't know" ranking the highest (22). Most users did not list any lacks. However, the varied responses are interesting and bear examination by selectors. Thus these are iterated below:

Materials by Subject

agriculture
algebra
antique collecting
art
auto mechanics
best sellers
Black history (5)
childcare (2)
children's books (2)
Christian literature (2)
ethnic groups
FHA
fiction
financial management
genealogy (2)

homebuilding
horses and buggies in the olden days
horticulture
job information
literary criticism
nursing
physical therapy
science
science fiction
social studies
softball
technical subjects (3)
woodworking

Services

advertise more
books on cassette
computers (IBM and Apple)
elderly education
multiple copies of high interest items
newspapers kept up better
typewriters
videos (5)

These random comments on needed subjects and services are not scientific. Clearly most of these items are available--if not actually available for circulation, then on interlibrary loan. However, they do give a flavor for what is important to users. The single most frequently noted need was more material on Black History.

The 296 users who responded to the question, "what is your primary purpose for using the library," ranked recreation as the most important reason. This accounted for 41.2%. "Assignments" accounted for 13.8%. "Information" was ranked highest by 34.5%. The Table 31 series reflects these reasons.

Information requested on desired format for library users found books ranked highest (55.6%); followed by magazines and periodicals (14.1%); videos (11.5%); Audio cassettes (4%); computer programs (3.5%) and CDs (3.5%). The Table 32-38 series display these data.

The final question asked of users was if there were interest in speakers or programming. Over half of all users (151) answered in the affirmative. Table series 39 displays these data. Topics indicated were quite varied and are summarized below:

AIDS
agriculture
alcohol abuse
anthropology
archaeology
art (6)
Black History (4)
business (4)
cars
child care (5)
community affairs (4)
computers (4)
current events (3)
drug abuse (6)
the economy
education
entertainment (3)
family
flowers
gang violence (2)
gardening (6)
genealogy (2)
geology
health care (2)
history (2)
hyperactive children
job seeking (5)
legal information
mathematics (2)
marine science (2)
medical information (3)
money management (3)
nursing (2)
poetry

psychology (2)
real estate
recycling (2)
science (5)
sex education
taxes
travel
women's issues (2)

Observations on Non-users

Respondents who indicated they were not library users were not negative about the library but were disinterested, unable to use the library, or too busy. "Too busy," or "too little time" was indicated as the reason for non-use by 37 respondents. Twenty-five individuals indicated that they were just "not interested." Eight noted that they could not see well enough to read, three that they could not get to the library; three that they could not read. Six noted that they bought the books they wanted. Only two indicated that they used other libraries--one stated "church library;" the other stated "University of Southern Mississippi Library as it is more up-to-date."

Each of these reasons is provocative for the planner. Why do so many people feel that library use "takes too much time?" How is time to go to the library made as important as time to shop for groceries or watch television? For the large group that indicated disinterest it may well be after perusing lists below that the collections might be enhanced then advertised in newspapers to attract non-users. For the eleven that noted physical problems, however, there is a remedy. The library offers alternatives to reading for those who can't see and homebound service is provided. Perhaps the word still has not spread about these services. For those who indicated that they cannot read we have an indication that renewed emphasis on literacy is indeed needed.

The 158 non-users (34.9% of total) were asked if longer evening hours would enable them to use the library. Of these 21.5% said yes. The other 78.5% said "no." Sunday hours also were met with receptivity by non-users. Nearly 20% agreed that Sunday afternoons would enable them to make use of the library (Table series 41).

Awareness of library resources and services by non-users found newspapers most helpful, followed by friends, radio and television and flyers (Table series 42-46). While non-users found mass media sources less helpful than users this may be due to the fact that non-users are not as attuned to looking to library-related notices as are users. The main fact that emerges, however, is that for both users and non-users newspaper coverage is the most consistently cited mechanism for promotion.

Non-users were somewhat interested in library programming with 36.5% so indicating (Table series 47). Topics desired were similar to those indicated by users:

animal welfare
archery
architecture
arts and crafts
automotive repair (2)
book reviews
children's programs
Christian literature
computers (3)
current events
diabetes
drugs (2)
economics
English
environment (4)
fashions
firearm safety
fireman subjects
hair
history (2)

hobbies (2)
legal information
mathematics
magic
model car building
Navy
outdoors
parenting
pigeon racing
quail hunting
religion
science (3)
sports
World War II

Non-users did not indicate much in the way of materials that they thought the library could not provide. Subjects cited were "atheism," "Christian books," "fishing," "genealogy," "legal information," "marine education," "mechanics," "morals," "movie selection," "racing pigeons," "videos on technical subjects" and "woodworking."

Over half of all non-users (Table series 48) indicated that they would like to know more about library offerings.

Conclusion

The Telephone Survey provided a demographically sound sample of adults in the JGRL System. Results on library use were similar to those of Wittig in his 1986 survey of Mississippi adult users which found 62.5% of all residents were users.[2]

Planning for service should include isolation of findings that reflect community profiles. If ownership of a particular piece of hardware (say a VCR) is high in a community where proximate library use is low, development and promotion of such a service might improve use.

Of all the finding that build a base for development of service, the most interesting is the high cross-over use. It is clear that respondents range throughout the two county region using libraries that meet their needs. Work and educational patterns in today's mobile society seem to indicate that a regional library arrangement serves users extremely well.

The number of non-users who indicated that sight or mobility problems prevented library use most likely means that more intensive promotion of services for this group is in order. The services are in place yet a fair number of respondents felt that their physical characteristics prevented library use. On the other hand, future surveys should probably emphasize that "library use" need not be construed as visits to a facility but use of homebound services as well.

Surveys build library awareness. While it is not feasible to follow up on either users or non-users suggestions for programming or materials, it needs to be remembered that this sample reflects overall population concerns and that five respondents indicating a desire for science materials and programming might be adequate reason to extrapolate that it is a more general need. Newspaper awareness, by far, outstrips all other mechanisms for publicity and ought to be enhanced to develop awareness of library programs. This is already a strength of the JGRL and it ought to be sustained and expanded.

Results of this random telephone survey together with the site surveys at Wal-Mart provide the best overview of users possible. Because Board members felt strongly that some residents had no telephone the expansion of survey techniques to field-based research as presented in another section of this report gives a broader base.

References

1. Elaine S. Knapp, "Demographics and Destiny." State Government News (October 1991):28-29.

2. Glenn R. Wittig, "Some Characteristics of Mississippi Adult Library Users." Public Libraries (January/February 1991):25-32.

Telephone Survey Tables

T-Series	Total
EC-Series	East Central
G-Series	Gautier
MP-Series	Moss Point
OC-Series	Ocean Springs
P-Series	Pascagoula
SM-Series	St. Martin
VC-Series	Vancleave
L-Series	George County

Total

Jackson-George Regional Library System

TABLE T-1

```
COUNTY

                                                          Valid     Cum
  Value Label                 Value  Frequency  Percent  Percent  Percent

Jackson                           1        403     89.0     89.0     89.0
George                            2         50     11.0     11.0    100.0
                                       -------  -------  -------
                              TOTAL        453    100.0    100.0

Valid Cases      453      Missing Cases      0
```

- -

TABLE T-2

```
AGE

                                                          Valid     Cum
  Value Label                 Value  Frequency  Percent  Percent  Percent

19-24                             1         48     10.6     10.7     10.7
25-35                             2        114     25.2     25.3     36.0
36-50                             3        144     31.8     32.0     68.0
51-64                             4         81     17.9     18.0     86.0
65+                               5         63     13.9     14.0    100.0
Missing Data                      9          3       .7  MISSING
                                       -------  -------  -------
                              TOTAL        453    100.0    100.0

Valid Cases      450      Missing Cases      3
```

- -

TABLE T-3

```
YRSCTY    Years lived in County

                                                          Valid     Cum
  Value Label                 Value  Frequency  Percent  Percent  Percent

Less than 5                       1         54     11.9     11.9     11.9
5-10                              2         47     10.4     10.4     22.3
11-25                             3        169     37.3     37.4     59.7
Over 25                           4        182     40.2     40.3    100.0
Missing Data                      9          1       .2  MISSING
                                       -------  -------  -------
                              TOTAL        453    100.0    100.0

Valid Cases      452      Missing Cases      1
```

TABLE T-4

```
RACE

                                                     Valid     Cum
 Value Label              Value  Frequency  Percent  Percent  Percent

White                        1       378      83.4     83.6     83.6
Black                        2        72      15.9     15.9     99.6
Other                        3         2        .4       .4    100.0
Missing Data                 9         1        .2   MISSING
                                 -------   -------  -------
                         TOTAL       453     100.0    100.0

Valid Cases     452    Missing Cases      1

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE T-5

```
SEX

                                                     Valid     Cum
 Value Label              Value  Frequency  Percent  Percent  Percent

Male                         1       208      45.9     45.9     45.9
Female                       2       245      54.1     54.1    100.0
                                 -------   -------  -------
                         TOTAL       453     100.0    100.0

Valid Cases     453    Missing Cases      0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE T-6

```
HOMEBND   Unable to use library because homebound?

                                                     Valid     Cum
 Value Label              Value  Frequency  Percent  Percent  Percent

Yes                          1        20       4.4      4.4      4.4
No                           2       433      95.6     95.6    100.0
                                 -------   -------  -------
                         TOTAL       453     100.0    100.0

Valid Cases     453    Missing Cases      0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE T-7

```
CLASSES   Currently taking educational classes?

                                                     Valid     Cum
 Value Label              Value  Frequency  Percent  Percent  Percent

Yes                          1        68      15.0     15.0     15.0
No                           2       385      85.0     85.0    100.0
                                 -------   -------  -------
                         TOTAL       453     100.0    100.0

Valid Cases     453    Missing Cases      0
```

TABLE T-8

COLCOR Taking college courses?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	32	7.1	7.1	7.1
No	2	33	7.3	7.3	14.4
Not Asked	8	387	85.4	85.6	100.0
Missing Data	9	1	.2	MISSING	
	TOTAL	453	100.0	100.0	

Valid Cases 452 Missing Cases 1

TABLE T-9

JOBCOR Taking job related courses?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	17	3.8	3.8	3.8
No	2	48	10.6	10.6	14.4
Not Asked	8	387	85.4	85.6	100.0
Missing Data	9	1	.2	MISSING	
	TOTAL	453	100.0	100.0	

Valid Cases 452 Missing Cases 1

TABLE T-10

PHYSCOR Taking physical fitness courses?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	2	.4	.4	.4
No	2	63	13.9	13.9	14.4
Not Asked	8	387	85.4	85.6	100.0
Missing Data	9	1	.2	MISSING	
	TOTAL	453	100.0	100.0	

Valid Cases 452 Missing Cases 1

TABLE T-11

```
SELFED    Taking self education courses?

                                                        Valid     Cum
 Value Label                Value  Frequency  Percent  Percent  Percent

Yes                             1          3       .7       .7       .7
No                              2         62     13.7     13.7     14.4
Not Asked                       8        387     85.4     85.6    100.0
Missing Data                    9          1       .2  MISSING
                                   -------  -------  -------
                            TOTAL        453    100.0    100.0

Valid Cases     452      Missing Cases      1
```

- -

TABLE T-12

```
HOBBY     Taking hobby courses?

                                                        Valid     Cum
 Value Label                Value  Frequency  Percent  Percent  Percent

Yes                             1          9      2.0      2.0      2.0
No                              2         56     12.4     12.4     14.4
Not Asked                       8        387     85.4     85.6    100.0
Missing Data                    9          1       .2  MISSING
                                   -------  -------  -------
                            TOTAL        453    100.0    100.0

Valid Cases     452      Missing Cases      1
```

- -

TABLE T-13

```
OTHERCOR  Taking other courses?

                                                        Valid     Cum
 Value Label                Value  Frequency  Percent  Percent  Percent

Yes                             1          8      1.8      1.8      1.8
No                              2         58     12.8     12.8     14.6
Not Asked                       8        386     85.2     85.4    100.0
Missing Data                    9          1       .2  MISSING
                                   -------  -------  -------
                            TOTAL        453    100.0    100.0

Valid Cases     452      Missing Cases      1
```

TABLE T-14

```
VCR       Do you own a VCR?

                                                        Valid     Cum
  Value Label                  Value  Frequency  Percent  Percent  Percent

Yes                                1        353     77.9     79.0     79.0
No                                 2         94     20.8     21.0    100.0
Missing Data                       9          6      1.3  MISSING
                                       -------  -------  -------
                               TOTAL        453    100.0    100.0

Valid Cases      447      Missing Cases      6

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE T-15

```
CD        Do you own a CD player?

                                                        Valid     Cum
  Value Label                  Value  Frequency  Percent  Percent  Percent

                                   0          1       .2       .2       .2
Yes                                1         84     18.5     18.8     19.0
No                                 2        362     79.9     81.0    100.0
Missing Data                       9          6      1.3  MISSING
                                       -------  -------  -------
                               TOTAL        453    100.0    100.0

Valid Cases      447      Missing Cases      6

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE T-16

```
PC        Do you own a personal computer?

                                                        Valid     Cum
  Value Label                  Value  Frequency  Percent  Percent  Percent

Yes                                1         90     19.9     20.1     20.1
No                                 2        356     78.6     79.6     99.8
                                   5          1       .2       .2    100.0
Missing Data                       9          6      1.3  MISSING
                                       -------  -------  -------
                               TOTAL        453    100.0    100.0

Valid Cases      447      Missing Cases      6
```

TABLE T-17

```
AC       Do you own an audio cassette player?

                                                          Valid     Cum
  Value Label                  Value  Frequency  Percent  Percent  Percent

Yes                                1        199     43.9     44.5     44.5
No                                 2        248     54.7     55.5    100.0
Missing Data                       9          6      1.3  MISSING
                                          -------  -------  -------
                               TOTAL        453    100.0    100.0

Valid Cases     447      Missing Cases      6

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE T-18

```
CLOSELIB  Which library is closest to you?

                                                          Valid     Cum
  Value Label                  Value  Frequency  Percent  Percent  Percent

East Central                       1         32      7.1      7.1      7.1
Gautier                            2         56     12.4     12.4     19.4
Lucedale                           3         47     10.4     10.4     29.8
Moss Pt                            4         73     16.1     16.1     45.9
Ocean Spg                          5         82     18.1     18.1     64.0
Pascagoula                         6        106     23.4     23.4     87.4
St Martin                          7         19      4.2      4.2     91.6
Vancleave                          8         22      4.9      4.9     96.5
Dont Know                          9         13      2.9      2.9     99.3
Other                             10          3       .7       .7    100.0
                                          -------  -------  -------
                               TOTAL        453    100.0    100.0

Valid Cases     453      Missing Cases      0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE T-19

```
LIBUSER   Are you a library user?

                                                          Valid     Cum
  Value Label                  Value  Frequency  Percent  Percent  Percent

Yes                                1        295     65.1     65.1     65.1
No                                 2        158     34.9     34.9    100.0
                                          -------  -------  -------
                               TOTAL        453    100.0    100.0

Valid Cases     453      Missing Cases      0
```

TABLE T-20

WHICHLIB Which library do you use?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
East Central	1	23	5.1	5.1	5.1
Gautier	2	31	6.8	6.8	11.9
Lucedale	3	25	5.5	5.5	17.4
Moss Pt	4	33	7.3	7.3	24.7
Ocean Spg	5	62	13.7	13.7	38.4
Pascagoula	6	91	20.1	20.1	58.5
St Martin	7	4	.9	.9	59.4
Vancleave	8	10	2.2	2.2	61.6
Other	9	18	4.0	4.0	65.6
Not Asked	10	156	34.4	34.4	100.0
	TOTAL	453	100.0	100.0	

Valid Cases 453 Missing Cases 0

- -

TABLE T-21

LIBCARD Do you have a library card?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	252	55.6	55.6	55.6
No	2	44	9.7	9.7	65.3
Not Asked	8	157	34.7	34.7	100.0
	TOTAL	453	100.0	100.0	

Valid Cases 453 Missing Cases 0

- -

TABLE T-22

SUNDAY Would you use library more if open Sunda

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	119	26.3	26.5	26.5
No	2	173	38.2	38.5	65.0
Not Asked	8	157	34.7	35.0	100.0
Missing Data	9	4	.9	MISSING	
	TOTAL	453	100.0	100.0	

Valid Cases 449 Missing Cases 4

TABLE T-23

```
POSTER    Do you get info about library from poste

                                                      Valid     Cum
 Value Label                 Value  Frequency  Percent  Percent  Percent

Yes                              1         74     16.3     16.4     16.4
No                               2        221     48.8     48.9     65.3
Not Asked                        8        157     34.7     34.7    100.0
Missing Data                     9          1       .2  MISSING
                                      -------  -------  -------
                             TOTAL        453    100.0    100.0

Valid Cases     452       Missing Cases       1
```

- -

TABLE T-24

```
BULLBD    Do you get info from bulletin boards in

                                                      Valid     Cum
 Value Label                 Value  Frequency  Percent  Percent  Percent

Yes                              1         28      6.2      6.2      6.2
No                               2        267     58.9     59.1     65.3
Not Asked                        8        157     34.7     34.7    100.0
Missing Data                     9          1       .2  MISSING
                                      -------  -------  -------
                             TOTAL        453    100.0    100.0

Valid Cases     452       Missing Cases       1
```

- -

TABLE T-25

```
FLYER     Do you get info from flyers?

                                                      Valid     Cum
 Value Label                 Value  Frequency  Percent  Percent  Percent

Yes                              1         31      6.8      6.9      6.9
No                               2        264     58.3     58.4     65.3
Not Asked                        8        157     34.7     34.7    100.0
Missing Data                     9          1       .2  MISSING
                                      -------  -------  -------
                             TOTAL        453    100.0    100.0

Valid Cases     452       Missing Cases       1
```

TABLE T-26

```
NEWSP     Do you get info from newspapers?

                                                     Valid     Cum
  Value Label                Value  Frequency  Percent  Percent  Percent

Yes                              1         97     21.4     21.5     21.5
No                               2        198     43.7     43.8     65.3
Not Asked                        8        157     34.7     34.7    100.0
Missing Data                     9          1       .2  MISSING
                                    -------  -------  -------
                             TOTAL        453    100.0    100.0

Valid Cases      452      Missing Cases       1

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE T-27

```
RADIO     Do you get info from radio or TV?

                                                     Valid     Cum
  Value Label                Value  Frequency  Percent  Percent  Percent

Yes                              1         13      2.9      2.9      2.9
No                               2        282     62.3     62.4     65.3
Not Asked                        8        157     34.7     34.7    100.0
Missing Data                     9          1       .2  MISSING
                                    -------  -------  -------
                             TOTAL        453    100.0    100.0

Valid Cases      452      Missing Cases       1

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE T-28

```
FRIENDS   Do you get info from friends/relatives?

                                                     Valid     Cum
  Value Label                Value  Frequency  Percent  Percent  Percent

Yes                              1         52     11.5     11.5     11.5
No                               2        243     53.6     53.8     65.3
Not Asked                        8        157     34.7     34.7    100.0
Missing Data                     9          1       .2  MISSING
                                    -------  -------  -------
                             TOTAL        453    100.0    100.0

Valid Cases      452      Missing Cases       1
```

TABLE T-29

```
LIBSTAFF  Do you get info from library staff?

                                                      Valid     Cum
  Value Label            Value  Frequency  Percent  Percent  Percent

Yes                          1         48     10.6     10.6     10.6
No                           2        247     54.5     54.6     65.3
Not Asked                    8        157     34.7     34.7    100.0
Missing Data                 9          1       .2  MISSING
                                  -------  -------  -------
                         TOTAL        453    100.0    100.0

Valid Cases     452      Missing Cases      1
```

- -

TABLE T-30

```
OTHERIN   Do you get info from other sources?

                                                      Valid     Cum
  Value Label            Value  Frequency  Percent  Percent  Percent

Yes                          1         30      6.6      6.6      6.6
No                           2        265     58.5     58.6     65.3
Not Asked                    8        157     34.7     34.7    100.0
Missing Data                 9          1       .2  MISSING
                                  -------  -------  -------
                         TOTAL        453    100.0    100.0

Valid Cases     452      Missing Cases      1
```

- -

TABLE T-31

```
PRIME     What is your primary purpose at the libr

                                                      Valid     Cum
  Value Label            Value  Frequency  Percent  Percent  Percent

Recreation                   1        122     26.9     26.9     26.9
Assignments                  2         41      9.1      9.1     36.0
Information                  3        102     22.5     22.5     58.5
Programs                     4          1       .2       .2     58.7
Other                        5         30      6.6      6.6     65.3
                             8        157     34.7     34.7    100.0
                                  -------  -------  -------
                         TOTAL        453    100.0    100.0

Valid Cases     453      Missing Cases      0
```

TABLE T-32

```
BOOKS     Do you look for books?

                                                       Valid     Cum
  Value Label              Value  Frequency  Percent  Percent  Percent

Yes                            1       252     55.6     55.8     55.8
No                             2        43      9.5      9.5     65.3
Not Asked                      8       157     34.7     34.7    100.0
Missing Data                   9         1       .2  MISSING
                                   -------  -------  -------
                           TOTAL       453    100.0    100.0

Valid Cases     452       Missing Cases      1

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE T-33

```
MAGS      Do you look for magazines and newspapers

                                                       Valid     Cum
  Value Label              Value  Frequency  Percent  Percent  Percent

Yes                            1        64     14.1     14.2     14.2
No                             2       231     51.0     51.1     65.3
Not Asked                      8       157     34.7     34.7    100.0
Missing Data                   9         1       .2  MISSING
                                   -------  -------  -------
                           TOTAL       453    100.0    100.0

Valid Cases     452       Missing Cases      1

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE T-34

```
VIDEO     Do you look for videos?

                                                       Valid     Cum
  Value Label              Value  Frequency  Percent  Percent  Percent

Yes                            1        52     11.5     11.5     11.5
No                             2       243     53.6     53.8     65.3
Not Asked                      8       157     34.7     34.7    100.0
Missing Data                   9         1       .2  MISSING
                                   -------  -------  -------
                           TOTAL       453    100.0    100.0

Valid Cases     452       Missing Cases      1
```

TABLE T-35

AUDIO Do you look for audio cassettes or recor

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	18	4.0	4.0	4.0
No	2	277	61.1	61.3	65.3
Not Asked	8	157	34.7	34.7	100.0
Missing Data	9	1	.2	MISSING	
	TOTAL	453	100.0	100.0	

Valid Cases 452 Missing Cases 1

- -

TABLE T-36

COMPACT Do you look for CDs?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	10	2.2	2.2	2.2
No	2	285	62.9	63.1	65.3
Not Asked	8	157	34.7	34.7	100.0
Missing Data	9	1	.2	MISSING	
	TOTAL	453	100.0	100.0	

Valid Cases 452 Missing Cases 1

- -

TABLE T-37

SOFTWARE Do you look for computer software?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	16	3.5	3.5	3.5
No	2	279	61.6	61.7	65.3
Not Asked	8	157	34.7	34.7	100.0
Missing Data	9	1	.2	MISSING	
	TOTAL	453	100.0	100.0	

Valid Cases 452 Missing Cases 1

TABLE T-38

```
OTHERFOR  Do you look for other materials?

                                                  Valid     Cum
  Value Label          Value  Frequency  Percent  Percent  Percent

Yes                        1        18      4.0      4.0      4.0
No                         2       277     61.1     61.3     65.3
Not Asked                  8       157     34.7     34.7    100.0
Missing Data               9         1       .2  MISSING
                               -------  -------  -------
                       TOTAL       453    100.0    100.0

Valid Cases     452      Missing Cases      1
```

- -

TABLE T-39

```
SPEAKERS  Are you interested in speakers and progr

                                                  Valid     Cum
  Value Label          Value  Frequency  Percent  Percent  Percent

Yes                        1       151     33.3     33.5     33.5
No                         2       143     31.6     31.7     65.2
Not Asked                  8       157     34.7     34.8    100.0
Missing Data               9         2       .4  MISSING
                               -------  -------  -------
                       TOTAL       453    100.0    100.0

Valid Cases     451      Missing Cases      2
```

- -

TABLE T-40

```
LONGEV    Would you use lib more if open longer ev

                                                  Valid     Cum
  Value Label          Value  Frequency  Percent  Percent  Percent

Yes                        1        34      7.5      7.5      7.5
No                         2       124     27.4     27.5     35.0
Not Asked                  8       293     64.7     65.0    100.0
Missing Data               9         2       .4  MISSING
                               -------  -------  -------
                       TOTAL       453    100.0    100.0

Valid Cases     451      Missing Cases      2
```

TABLE T-41

```
SUNAFT    Would you use lib more if open Sunday af

                                                              Valid     Cum
 Value Label                  Value  Frequency    Percent   Percent   Percent

Yes                               1         31        6.8       6.9       6.9
No                                2        127       28.0      28.2      35.0
Not Asked                         8        293       64.7      65.0     100.0
Missing Data                      9          2         .4   MISSING
                                       -------    -------   -------
                              TOTAL        453      100.0     100.0

Valid Cases      451      Missing Cases      2

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE T-42

```
AWNEWS    Are you aware of lib through the newspap

                                                              Valid     Cum
 Value Label                  Value  Frequency    Percent   Percent   Percent

Yes                               1         62       13.7      13.7      13.7
No                                2         98       21.6      21.6      35.3
Not Asked                         8        293       64.7      64.7     100.0
                                       -------    -------   -------
                              TOTAL        453      100.0     100.0

Valid Cases      453      Missing Cases      0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE T-43

```
AWRADTV   Are you aware of lib through radio or TV

                                                              Valid     Cum
 Value Label                  Value  Frequency    Percent   Percent   Percent

Yes                               1         19        4.2       4.2       4.2
No                                2        141       31.1      31.1      35.3
Not Asked                         8        293       64.7      64.7     100.0
                                       -------    -------   -------
                              TOTAL        453      100.0     100.0

Valid Cases      453      Missing Cases      0
```

TABLE T-44

AWFRND Are you aware of lib through friends/rel

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	41	9.1	9.1	9.1
No	2	119	26.3	26.3	35.3
Not Asked	8	293	64.7	64.7	100.0
	TOTAL	453	100.0	100.0	

Valid Cases 453 Missing Cases 0

TABLE T-45

AWFLY Are you aware of lib through flyers?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	11	2.4	2.4	2.4
No	2	149	32.9	32.9	35.3
Not Asked	8	293	64.7	64.7	100.0
	TOTAL	453	100.0	100.0	

Valid Cases 453 Missing Cases 0

TABLE T-46

AWOTHER Are you aware of lib through other means

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	13	2.9	2.9	2.9
No	2	147	32.5	32.5	35.3
Not Asked	8	293	64.7	64.7	100.0
	TOTAL	453	100.0	100.0	

Valid Cases 453 Missing Cases 0

TABLE T-47

NONSPEAK Would you be interested in speakers, etc

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	57	12.6	12.6	12.6
No	2	103	22.7	22.7	35.3
Not Asked	8	293	64.7	64.7	100.0
	TOTAL	453	100.0	100.0	

Valid Cases 453 Missing Cases 0

TABLE T-48

```
BROCHURE  Would you like a brochure on the library

                                                        Valid     Cum
  Value Label              Value  Frequency  Percent  Percent  Percent

Yes                            1         83     18.3     18.3     18.3
No                             2         77     17.0     17.0     35.3
Not Asked                      8        293     64.7     64.7    100.0
                                    -------  -------  -------
                           TOTAL        453    100.0    100.0

Valid Cases      453      Missing Cases      0
```

East Central

TABLE EC-1

```
COUNTY
                                                            Valid     Cum
  Value Label                 Value  Frequency   Percent   Percent   Percent

                                  1        32     100.0     100.0     100.0
Jackson                                -------   -------   -------
                              TOTAL        32     100.0     100.0

Valid Cases      32     Missing Cases      0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE EC-2

```
AGE
                                                            Valid     Cum
  Value Label                 Value  Frequency   Percent   Percent   Percent

                                  1         6      18.8      18.8      18.8
19-24                             2        11      34.4      34.4      53.1
25-35                             3         9      28.1      28.1      81.3
36-50                             4         3       9.4       9.4      90.6
51-64                             5         3       9.4       9.4     100.0
65+                                    -------   -------   -------
                              TOTAL        32     100.0     100.0

Valid Cases      32     Missing Cases      0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE EC-3

```
YRSCTY    Years lived in County
                                                            Valid     Cum
  Value Label                 Value  Frequency   Percent   Percent   Percent

                                  1         1       3.1       3.1       3.1
Less than 5                       2         5      15.6      15.6      18.8
5-10                              3         9      28.1      28.1      46.9
11-25                             4        17      53.1      53.1     100.0
Over 25                                -------   -------   -------
                              TOTAL        32     100.0     100.0

Valid Cases      32     Missing Cases      0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE EC-4

```
RACE
                                                            Valid     Cum
  Value Label                 Value  Frequency   Percent   Percent   Percent

                                  1        31      96.9      96.9      96.9
White                             2         1       3.1       3.1     100.0
Black                                  -------   -------   -------
                              TOTAL        32     100.0     100.0

Valid Cases      32     Missing Cases      0
```

TABLE EC-5

```
SEX
                                                            Valid     Cum
  Value Label              Value  Frequency  Percent  Percent  Percent

Male                           1         14     43.8     43.8     43.8
Female                         2         18     56.3     56.3    100.0
                                    -------  -------  -------
                           TOTAL         32    100.0    100.0

Valid Cases      32     Missing Cases      0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE EC-6

```
HOMEBND   Unable to use library because homebound?
                                                            Valid     Cum
  Value Label              Value  Frequency  Percent  Percent  Percent

Yes                            1          1      3.1      3.1      3.1
No                             2         31     96.9     96.9    100.0
                                    -------  -------  -------
                           TOTAL         32    100.0    100.0

Valid Cases      32     Missing Cases      0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE EC-7

```
CLASSES   Currently taking educational classes?
                                                            Valid     Cum
  Value Label              Value  Frequency  Percent  Percent  Percent

Yes                            1          5     15.6     15.6     15.6
No                             2         27     84.4     84.4    100.0
                                    -------  -------  -------
                           TOTAL         32    100.0    100.0

Valid Cases      32     Missing Cases      0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE EC-8

```
COLCOR    Taking college courses?
                                                            Valid     Cum
  Value Label              Value  Frequency  Percent  Percent  Percent

Yes                            1          2      6.3      6.3      6.3
No                             2          3      9.4      9.4     15.6
Not Asked                      8         27     84.4     84.4    100.0
                                    -------  -------  -------
                           TOTAL         32    100.0    100.0

Valid Cases      32     Missing Cases      0
```

TABLE EC-9

```
JOBCOR    Taking job related courses?

                                                            Valid     Cum
  Value Label               Value  Frequency  Percent  Percent  Percent

No                              2          5     15.6     15.6     15.6
Not Asked                       8         27     84.4     84.4    100.0
                                     -------  -------  -------
                            TOTAL         32    100.0    100.0

Valid Cases       32      Missing Cases       0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE EC-10

```
PHYSCOR   Taking physical fitness courses?

                                                            Valid     Cum
  Value Label               Value  Frequency  Percent  Percent  Percent

Yes                             1          1      3.1      3.1      3.1
No                              2          4     12.5     12.5     15.6
Not Asked                       8         27     84.4     84.4    100.0
                                     -------  -------  -------
                            TOTAL         32    100.0    100.0

Valid Cases       32      Missing Cases       0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE EC-11

```
SELFED    Taking self education courses?

                                                            Valid     Cum
  Value Label               Value  Frequency  Percent  Percent  Percent

No                              2          5     15.6     15.6     15.6
Not Asked                       8         27     84.4     84.4    100.0
                                     -------  -------  -------
                            TOTAL         32    100.0    100.0

Valid Cases       32      Missing Cases       0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE EC-12

```
HOBBY     Taking hobby courses?

                                                            Valid     Cum
  Value Label               Value  Frequency  Percent  Percent  Percent

Yes                             1          2      6.3      6.3      6.3
No                              2          3      9.4      9.4     15.6
Not Asked                       8         27     84.4     84.4    100.0
                                     -------  -------  -------
                            TOTAL         32    100.0    100.0

Valid Cases       32      Missing Cases       0
```

TABLE EC-13

```
OTHERCOR  Taking other courses?
                                                           Valid     Cum
 Value Label                 Value  Frequency  Percent   Percent   Percent

Yes                              1          1      3.1       3.1       3.1
No                               2          4     12.5      12.5      15.6
Not Asked                        8         27     84.4      84.4     100.0
                                      -------  -------   -------
                             TOTAL         32    100.0     100.0

Valid Cases      32      Missing Cases      0
- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE EC-14

```
VCR       Do you own a VCR?
                                                           Valid     Cum
 Value Label                 Value  Frequency  Percent   Percent   Percent

Yes                              1         27     84.4      84.4      84.4
No                               2          5     15.6      15.6     100.0
                                      -------  -------   -------
                             TOTAL         32    100.0     100.0

Valid Cases      32      Missing Cases      0
- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE EC-15

```
CD        Do you own a CD player?
                                                           Valid     Cum
 Value Label                 Value  Frequency  Percent   Percent   Percent

Yes                              1          7     21.9      21.9      21.9
No                               2         25     78.1      78.1     100.0
                                      -------  -------   -------
                             TOTAL         32    100.0     100.0

Valid Cases      32      Missing Cases      0
- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE EC-16

```
PC        Do you own a personal computer?
                                                           Valid     Cum
 Value Label                 Value  Frequency  Percent   Percent   Percent

Yes                              1          3      9.4       9.4       9.4
No                               2         29     90.6      90.6     100.0
                                      -------  -------   -------
                             TOTAL         32    100.0     100.0

Valid Cases      32      Missing Cases      0
```

TABLE EC-17

```
AC        Do you own an audio cassette player?

                                                      Valid     Cum
  Value Label             Value  Frequency  Percent  Percent  Percent

Yes                           1        14     43.8     43.8     43.8
No                            2        18     56.3     56.3    100.0
                                    -------  -------  -------
                          TOTAL        32    100.0    100.0

Valid Cases      32     Missing Cases      0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE EC-18

```
CLOSELIB  Which library is closest to you?

                                                      Valid     Cum
  Value Label             Value  Frequency  Percent  Percent  Percent

East Central                  1        32    100.0    100.0    100.0
                                    -------  -------  -------
                          TOTAL        32    100.0    100.0

Valid Cases      32     Missing Cases      0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE EC-19

```
LIBUSER   Are you a library user?

                                                      Valid     Cum
  Value Label             Value  Frequency  Percent  Percent  Percent

Yes                           1        23     71.9     71.9     71.9
No                            2         9     28.1     28.1    100.0
                                    -------  -------  -------
                          TOTAL        32    100.0    100.0

Valid Cases      32     Missing Cases      0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE EC-20

```
WHICHLIB  Which library do you use?

                                                      Valid     Cum
  Value Label             Value  Frequency  Percent  Percent  Percent

East Central                  1        21     65.6     65.6     65.6
Moss Pt                       4         1      3.1      3.1     68.8
Pascagoula                    6         1      3.1      3.1     71.9
Not Asked                    10         9     28.1     28.1    100.0
                                    -------  -------  -------
                          TOTAL        32    100.0    100.0

Valid Cases      32     Missing Cases      0
```

TABLE EC-21

```
LIBCARD   Do you have a library card?

                                                     Valid     Cum
 Value Label            Value  Frequency  Percent  Percent  Percent

Yes                         1         20     62.5     62.5     62.5
No                          2          3      9.4      9.4     71.9
Not Asked                   8          9     28.1     28.1    100.0
                                 -------  -------  -------
                        TOTAL         32    100.0    100.0

Valid Cases      32      Missing Cases      0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE EC-22

```
SUNDAY    Would you use library more if open Sunda

                                                     Valid     Cum
 Value Label            Value  Frequency  Percent  Percent  Percent

Yes                         1          7     21.9     21.9     21.9
No                          2         16     50.0     50.0     71.9
Not Asked                   8          9     28.1     28.1    100.0
                                 -------  -------  -------
                        TOTAL         32    100.0    100.0

Valid Cases      32      Missing Cases      0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE EC-23

```
POSTER    Do you get info about library from poste

                                                     Valid     Cum
 Value Label            Value  Frequency  Percent  Percent  Percent

Yes                         1          5     15.6     15.6     15.6
No                          2         18     56.3     56.3     71.9
Not Asked                   8          9     28.1     28.1    100.0
                                 -------  -------  -------
                        TOTAL         32    100.0    100.0

Valid Cases      32      Missing Cases      0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE EC-24

```
BULLBD    Do you get info from bulletin boards in

                                                     Valid     Cum
 Value Label            Value  Frequency  Percent  Percent  Percent

Yes                         1          2      6.3      6.3      6.3
No                          2         21     65.6     65.6     71.9
Not Asked                   8          9     28.1     28.1    100.0
                                 -------  -------  -------
                        TOTAL         32    100.0    100.0

Valid Cases      32      Missing Cases      0
```

TABLE EC-25

FLYER Do you get info from flyers?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	5	15.6	15.6	15.6
No	2	18	56.3	56.3	71.9
Not Asked	8	9	28.1	28.1	100.0
	TOTAL	32	100.0	100.0	

Valid Cases 32 Missing Cases 0

- -

TABLE EC-26

NEWSP Do you get info from newspapers?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	4	12.5	12.5	12.5
No	2	19	59.4	59.4	71.9
Not Asked	8	9	28.1	28.1	100.0
	TOTAL	32	100.0	100.0	

Valid Cases 32 Missing Cases 0

- -

TABLE EC-27

RADIO Do you get info from radio or TV?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	1	3.1	3.1	3.1
No	2	22	68.8	68.8	71.9
Not Asked	8	9	28.1	28.1	100.0
	TOTAL	32	100.0	100.0	

Valid Cases 32 Missing Cases 0

- -

TABLE EC-28

FRIENDS Do you get info from friends/relatives?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	4	12.5	12.5	12.5
No	2	19	59.4	59.4	71.9
Not Asked	8	9	28.1	28.1	100.0
	TOTAL	32	100.0	100.0	

Valid Cases 32 Missing Cases 0

TABLE EC-29

```
LIBSTAFF  Do you get info from library staff?

                                                      Valid     Cum
  Value Label                Value  Frequency  Percent  Percent  Percent

Yes                              1          5     15.6     15.6     15.6
No                               2         18     56.3     56.3     71.9
Not Asked                        8          9     28.1     28.1    100.0
                                    -------  -------  -------
                             TOTAL         32    100.0    100.0

Valid Cases      32      Missing Cases       0
```

- -

TABLE EC-30

```
OTHERIN   Do you get info from other sources?

                                                      Valid     Cum
  Value Label                Value  Frequency  Percent  Percent  Percent

Yes                              1          3      9.4      9.4      9.4
No                               2         20     62.5     62.5     71.9
Not Asked                        8          9     28.1     28.1    100.0
                                    -------  -------  -------
                             TOTAL         32    100.0    100.0

Valid Cases      32      Missing Cases       0
```

- -

TABLE EC-31

```
PRIME     What is your primary purpose at the libr

                                                      Valid     Cum
  Value Label                Value  Frequency  Percent  Percent  Percent

Recreation                       1         12     37.5     37.5     37.5
Assignments                      2          2      6.3      6.3     43.8
Information                      3          9     28.1     28.1     71.9
                                 8          9     28.1     28.1    100.0
                                    -------  -------  -------
                             TOTAL         32    100.0    100.0

Valid Cases      32      Missing Cases       0
```

TABLE EC-32

```
BOOKS     Do you look for books?
                                                       Valid     Cum
  Value Label              Value  Frequency  Percent  Percent  Percent

                              1        21      65.6     65.6     65.6
                              2         2       6.3      6.3     71.9
                              8         9      28.1     28.1    100.0
                                  -------   -------  -------
                           TOTAL       32     100.0    100.0

Valid Cases      32      Missing Cases      0
```

- -

TABLE EC-33

```
MAGS      Do you look for magazines and newspapers
                                                       Valid     Cum
  Value Label              Value  Frequency  Percent  Percent  Percent

                              1         6      18.8     18.8     18.8
                              2        17      53.1     53.1     71.9
                              8         9      28.1     28.1    100.0
                                  -------   -------  -------
                           TOTAL       32     100.0    100.0

Valid Cases      32      Missing Cases      0
```

- -

TABLE EC-34

```
VIDEO     Do you look for videos?
                                                       Valid     Cum
  Value Label              Value  Frequency  Percent  Percent  Percent

                              1         5      15.6     15.6     15.6
                              2        18      56.3     56.3     71.9
                              8         9      28.1     28.1    100.0
                                  -------   -------  -------
                           TOTAL       32     100.0    100.0

Valid Cases      32      Missing Cases      0
```

- -

TABLE EC-35

```
AUDIO     Do you look for audio cassettes or recor
                                                       Valid     Cum
  Value Label              Value  Frequency  Percent  Percent  Percent

                              1         1       3.1      3.1      3.1
                              2        22      68.8     68.8     71.9
                              8         9      28.1     28.1    100.0
                                  -------   -------  -------
                           TOTAL       32     100.0    100.0

Valid Cases      32      Missing Cases      0
```

TABLE EC-36

```
COMPACT   Do you look for CDs?

                                                    Valid     Cum
  Value Label              Value  Frequency  Percent  Percent  Percent

                               2         23     71.9     71.9     71.9
                               8          9     28.1     28.1    100.0
                                    -------  -------  -------
                           TOTAL         32    100.0    100.0

Valid Cases      32      Missing Cases      0
```

- -

TABLE EC-37

```
SOFTWARE  Do you look for computer software?

                                                    Valid     Cum
  Value Label              Value  Frequency  Percent  Percent  Percent

                               1          1      3.1      3.1      3.1
                               2         22     68.8     68.8     71.9
                               8          9     28.1     28.1    100.0
                                    -------  -------  -------
                           TOTAL         32    100.0    100.0

Valid Cases      32      Missing Cases      0
```

- -

TABLE EC-38

```
OTHERFOR  Do you look for other materials?

                                                    Valid     Cum
  Value Label              Value  Frequency  Percent  Percent  Percent

                               1          1      3.1      3.1      3.1
                               2         22     68.8     68.8     71.9
                               8          9     28.1     28.1    100.0
                                    -------  -------  -------
                           TOTAL         32    100.0    100.0

Valid Cases      32      Missing Cases      0
```

- -

TABLE EC-39

```
SPEAKERS  Are you interested in speakers and progr

                                                    Valid     Cum
  Value Label              Value  Frequency  Percent  Percent  Percent

                               1         11     34.4     34.4     34.4
                               2         12     37.5     37.5     71.9
                               8          9     28.1     28.1    100.0
                                    -------  -------  -------
                           TOTAL         32    100.0    100.0

Valid Cases      32      Missing Cases      0
```

TABLE EC-40

```
LONGEV    Would you use lib more if open longer ev

                                                        Valid     Cum
 Value Label                 Value  Frequency  Percent  Percent  Percent

                                1          1      3.1      3.1      3.1
                                2          8     25.0     25.0     28.1
                                8         23     71.9     71.9    100.0
                                     -------  -------  -------
                            TOTAL         32    100.0    100.0

Valid Cases      32      Missing Cases      0
- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE EC-41

```
SUNAFT    Would you use lib more if open Sunday af

                                                        Valid     Cum
 Value Label                 Value  Frequency  Percent  Percent  Percent

                                1          3      9.4      9.4      9.4
                                2          6     18.8     18.8     28.1
                                8         23     71.9     71.9    100.0
                                     -------  -------  -------
                            TOTAL         32    100.0    100.0

Valid Cases      32      Missing Cases      0
- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE EC-42

```
AWNEWS    Are you aware of lib through the newspap

                                                        Valid     Cum
 Value Label                 Value  Frequency  Percent  Percent  Percent

                                1          3      9.4      9.4      9.4
                                2          6     18.8     18.8     28.1
                                8         23     71.9     71.9    100.0
                                     -------  -------  -------
                            TOTAL         32    100.0    100.0

Valid Cases      32      Missing Cases      0
- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE EC-43

```
AWRADTV   Are you aware of lib through radio or TV

                                                        Valid     Cum
 Value Label                 Value  Frequency  Percent  Percent  Percent

                                1          1      3.1      3.1      3.1
                                2          8     25.0     25.0     28.1
                                8         23     71.9     71.9    100.0
                                     -------  -------  -------
                            TOTAL         32    100.0    100.0

Valid Cases      32      Missing Cases      0
```

TABLE EC-44

```
AWFRND    Are you aware of lib through friends/rel
                                                   Valid     Cum
 Value Label             Value  Frequency  Percent  Percent  Percent

                             1          2      6.3      6.3      6.3
                             2          7     21.9     21.9     28.1
                             8         23     71.9     71.9    100.0
                                  -------  -------  -------
                         TOTAL         32    100.0    100.0

Valid Cases      32      Missing Cases      0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE EC-45

```
AWFLY     Are you aware of lib through flyers?
                                                   Valid     Cum
 Value Label             Value  Frequency  Percent  Percent  Percent

                             2          9     28.1     28.1     28.1
                             8         23     71.9     71.9    100.0
                                  -------  -------  -------
                         TOTAL         32    100.0    100.0

Valid Cases      32      Missing Cases      0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE EC-46

```
AWOTHER   Are you aware of lib through other means
                                                   Valid     Cum
 Value Label             Value  Frequency  Percent  Percent  Percent

                             1          2      6.3      6.3      6.3
                             2          7     21.9     21.9     28.1
                             8         23     71.9     71.9    100.0
                                  -------  -------  -------
                         TOTAL         32    100.0    100.0

Valid Cases      32      Missing Cases      0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE EC-47

```
NONSPEAK  Would you be interested in speakers,etc.
                                                   Valid     Cum
 Value Label             Value  Frequency  Percent  Percent  Percent

                             1          2      6.3      6.3      6.3
                             2          7     21.9     21.9     28.1
                             8         23     71.9     71.9    100.0
                                  -------  -------  -------
                         TOTAL         32    100.0    100.0

Valid Cases      32      Missing Cases      0
```

TABLE EC-48

```
BROCHURE  Would you like a brochure on the library

                                                   Valid     Cum
Value Label                Value  Frequency  Percent  Percent  Percent

                               1        7     21.9     21.9     21.9
                               2        2      6.3      6.3     28.1
                               8       23     71.9     71.9    100.0
                                  -------  -------  -------
                           TOTAL       32    100.0    100.0

Valid Cases      32      Missing Cases      0
```

Gautier

TABLE G-1

```
COUNTY
                                                            Valid      Cum
  Value Label                 Value  Frequency  Percent   Percent   Percent

Jackson                           1         56    100.0     100.0     100.0
                                       -------  -------   -------
                              TOTAL         56    100.0     100.0

Valid Cases      56     Missing Cases       0
```

- -

TABLE G-2

```
AGE
                                                            Valid      Cum
  Value Label                 Value  Frequency  Percent   Percent   Percent

19-24                             1         11     19.6      19.6      19.6
25-35                             2         13     23.2      23.2      42.9
36-50                             3         18     32.1      32.1      75.0
51-64                             4          6     10.7      10.7      85.7
65+                               5          8     14.3      14.3     100.0
                                       -------  -------   -------
                              TOTAL         56    100.0     100.0

Valid Cases      56     Missing Cases       0
```

- -

TABLE G-3

```
YRSCTY    Years lived in County
                                                            Valid      Cum
  Value Label                 Value  Frequency  Percent   Percent   Percent

Less than 5                       1          6     10.7      10.7      10.7
5-10                              2         10     17.9      17.9      28.6
11-25                             3         25     44.6      44.6      73.2
Over 25                           4         15     26.8      26.8     100.0
                                       -------  -------   -------
                              TOTAL         56    100.0     100.0

Valid Cases      56     Missing Cases       0
```

- -

TABLE G-4

```
RACE
                                                            Valid      Cum
  Value Label                 Value  Frequency  Percent   Percent   Percent

White                             1         47     83.9      83.9      83.9
Black                             2          9     16.1      16.1     100.0
                                       -------  -------   -------
                              TOTAL         56    100.0     100.0
```

TABLE G-5

```
SEX
                                                        Valid     Cum
  Value Label               Value  Frequency  Percent  Percent  Percent

Male                           1        27      48.2     48.2     48.2
Female                         2        29      51.8     51.8    100.0
                                   -------  -------  -------
                           TOTAL        56    100.0    100.0

Valid Cases      56     Missing Cases      0
```

- -

TABLE G-6

```
HOMEBND   Unable to use library because homebound?
                                                        Valid     Cum
  Value Label               Value  Frequency  Percent  Percent  Percent

Yes                            1         2       3.6      3.6      3.6
No                             2        54      96.4     96.4    100.0
                                   -------  -------  -------
                           TOTAL        56    100.0    100.0

Valid Cases      56     Missing Cases      0
```

- -

TABLE G-7

```
CLASSES   Currently taking educational classes?
                                                        Valid     Cum
  Value Label               Value  Frequency  Percent  Percent  Percent

Yes                            1        13      23.2     23.2     23.2
No                             2        43      76.8     76.8    100.0
                                   -------  -------  -------
                           TOTAL        56    100.0    100.0

Valid Cases      56     Missing Cases      0
```

- -

TABLE G-8

```
COLCOR   Taking college courses?
                                                        Valid     Cum
  Value Label               Value  Frequency  Percent  Percent  Percent

Yes                            1         9      16.1     16.1     16.1
No                             2         4       7.1      7.1     23.2
Not Asked                      8        43      76.8     76.8    100.0
                                   -------  -------  -------
                           TOTAL        56    100.0    100.0

Valid Cases      56     Missing Cases      0
```

TABLE G-9

```
JOBCOR    Taking job related courses?

                                                    Valid     Cum
 Value Label             Value  Frequency  Percent  Percent  Percent

Yes                          1         2      3.6      3.6      3.6
No                           2        11     19.6     19.6     23.2
Not Asked                    8        43     76.8     76.8    100.0
                                 -------  -------  -------
                        TOTAL         56    100.0    100.0

Valid Cases       56      Missing Cases      0
```

- -

TABLE G-10

```
PHYSCOR   Taking physical fitness courses?

                                                    Valid     Cum
 Value Label             Value  Frequency  Percent  Percent  Percent

No                           2        13     23.2     23.2     23.2
Not Asked                    8        43     76.8     76.8    100.0
                                 -------  -------  -------
                        TOTAL         56    100.0    100.0

Valid Cases       56      Missing Cases      0
```

- -

TABLE G-11

```
SELFED    Taking self education courses?

                                                    Valid     Cum
 Value Label             Value  Frequency  Percent  Percent  Percent

No                           2        13     23.2     23.2     23.2
Not Asked                    8        43     76.8     76.8    100.0
                                 -------  -------  -------
                        TOTAL         56    100.0    100.0

Valid Cases       56      Missing Cases      0
```

- -

TABLE G-12

```
HOBBY     Taking hobby courses?

                                                    Valid     Cum
 Value Label             Value  Frequency  Percent  Percent  Percent

Yes                          1         2      3.6      3.6      3.6
No                           2        11     19.6     19.6     23.2
Not Asked                    8        43     76.8     76.8    100.0
                                 -------  -------  -------
                        TOTAL         56    100.0    100.0

Valid Cases       56      Missing Cases      0
```

TABLE G-13

OTHERCOR Taking other courses?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	1	1.8	1.8	1.8
No	2	12	21.4	21.4	23.2
Not Asked	8	43	76.8	76.8	100.0
	TOTAL	56	100.0	100.0	

Valid Cases 56 Missing Cases 0

TABLE G-14

VCR Do you own a VCR?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	46	82.1	83.6	83.6
No	2	9	16.1	16.4	100.0
Missing Data	9	1	1.8	MISSING	
	TOTAL	56	100.0	100.0	

Valid Cases 55 Missing Cases 1

TABLE G-15

CD Do you own a CD player?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	13	23.2	23.6	23.6
No	2	42	75.0	76.4	100.0
Missing Data	9	1	1.8	MISSING	
	TOTAL	56	100.0	100.0	

Valid Cases 55 Missing Cases 1

TABLE G-16

PC Do you own a personal computer?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	18	32.1	32.7	32.7
No	2	37	66.1	67.3	100.0
Missing Data	9	1	1.8	MISSING	
	TOTAL	56	100.0	100.0	

Valid Cases 55 Missing Cases 1

TABLE G-17

```
AC        Do you own an audio cassette player?

                                                    Valid     Cum
  Value Label                Value  Frequency  Percent  Percent  Percent

Yes                              1         28     50.0     50.9     50.9
No                               2         27     48.2     49.1    100.0
Missing Data                     9          1      1.8  MISSING
                                      -------  -------  -------
                             TOTAL         56    100.0    100.0

Valid Cases       55      Missing Cases      1
```

- -

TABLE G-18

```
CLOSELIB  Which library is closest to you?

                                                    Valid     Cum
  Value Label                Value  Frequency  Percent  Percent  Percent

Gautier                          2         56    100.0    100.0    100.0
                                      -------  -------  -------
                             TOTAL         56    100.0    100.0

Valid Cases       56      Missing Cases      0
```

- -

TABLE G-19

```
LIBUSER   Are you a library user?

                                                    Valid     Cum
  Value Label                Value  Frequency  Percent  Percent  Percent

Yes                              1         38     67.9     67.9     67.9
No                               2         18     32.1     32.1    100.0
                                      -------  -------  -------
                             TOTAL         56    100.0    100.0

Valid Cases       56      Missing Cases      0
```

TABLE G-20

```
WHICHLIB  Which library do you use?

                                                     Valid     Cum
  Value Label            Value  Frequency  Percent  Percent  Percent

East Central                 1          1      1.8      1.8      1.8
Gautier                      2         29     51.8     51.8     53.6
Moss Pt                      4          1      1.8      1.8     55.4
Ocean Spg                    5          1      1.8      1.8     57.1
Pascagoula                   6          7     12.5     12.5     69.6
Other                        9          1      1.8      1.8     71.4
Not Asked                   10         16     28.6     28.6    100.0
                                  -------  -------  -------
                         TOTAL         56    100.0    100.0

Valid Cases      56      Missing Cases      0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE G-21

```
LIBCARD   Do you have a library card?

                                                     Valid     Cum
  Value Label            Value  Frequency  Percent  Percent  Percent

Yes                          1         33     58.9     58.9     58.9
No                           2          6     10.7     10.7     69.6
Not Asked                    8         17     30.4     30.4    100.0
                                  -------  -------  -------
                         TOTAL         56    100.0    100.0

Valid Cases      56      Missing Cases      0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE G-22

```
SUNDAY    Would you use library more if open Sunda

                                                     Valid     Cum
  Value Label            Value  Frequency  Percent  Percent  Percent

Yes                          1         11     19.6     19.6     19.6
No                           2         28     50.0     50.0     69.6
Not Asked                    8         17     30.4     30.4    100.0
                                  -------  -------  -------
                         TOTAL         56    100.0    100.0

Valid Cases      56      Missing Cases      0
```

TABLE G-23

```
POSTER    Do you get info about library from poste

                                                       Valid      Cum
 Value Label             Value  Frequency  Percent   Percent  Percent

Yes                          1         13     23.2      23.6     23.6
No                           2         25     44.6      45.5     69.1
Not Asked                    8         17     30.4      30.9    100.0
Missing Data                 9          1      1.8   MISSING
                                  -------  -------   -------
                         TOTAL         56    100.0     100.0

Valid Cases      55      Missing Cases      1
```

- -

TABLE G-24

```
BULLBD    Do you get info from bulletin boards in

                                                       Valid      Cum
 Value Label             Value  Frequency  Percent   Percent  Percent

Yes                          1          2      3.6       3.6      3.6
No                           2         36     64.3      65.5     69.1
Not Asked                    8         17     30.4      30.9    100.0
Missing Data                 9          1      1.8   MISSING
                                  -------  -------   -------
                         TOTAL         56    100.0     100.0

Valid Cases      55      Missing Cases      1
```

- -

TABLE G-25

```
FLYER     Do you get info from flyers?

                                                       Valid      Cum
 Value Label             Value  Frequency  Percent   Percent  Percent

Yes                          1          4      7.1       7.3      7.3
No                           2         34     60.7      61.8     69.1
Not Asked                    8         17     30.4      30.9    100.0
Missing Data                 9          1      1.8   MISSING
                                  -------  -------   -------
                         TOTAL         56    100.0     100.0

Valid Cases      55      Missing Cases      1
```

TABLE G-26

```
NEWSP     Do you get info from newspapers?

                                                          Valid     Cum
 Value Label              Value  Frequency   Percent    Percent   Percent

Yes                         1         11       19.6       20.0      20.0
No                          2         27       48.2       49.1      69.1
Not Asked                   8         17       30.4       30.9     100.0
Missing Data                9          1        1.8     MISSING
                                 -------    -------    -------
                          TOTAL       56      100.0      100.0

Valid Cases      55      Missing Cases     1
```

- -

TABLE G-27

```
RADIO     Do you get info from radio or TV?

                                                          Valid     Cum
 Value Label              Value  Frequency   Percent    Percent   Percent

No                          2         38       67.9       69.1      69.1
Not Asked                   8         17       30.4       30.9     100.0
Missing Data                9          1        1.8     MISSING
                                 -------    -------    -------
                          TOTAL       56      100.0      100.0

Valid Cases      55      Missing Cases     1
```

- -

TABLE G-28

```
FRIENDS   Do you get info from friends/relatives?

                                                          Valid     Cum
 Value Label              Value  Frequency   Percent    Percent   Percent

Yes                         1          6       10.7       10.9      10.9
No                          2         32       57.1       58.2      69.1
Not Asked                   8         17       30.4       30.9     100.0
Missing Data                9          1        1.8     MISSING
                                 -------    -------    -------
                          TOTAL       56      100.0      100.0

Valid Cases      55      Missing Cases     1
```

TABLE G-29

```
LIBSTAFF  Do you get info from library staff?

                                                   Valid     Cum
  Value Label            Value  Frequency  Percent  Percent  Percent

Yes                          1         7     12.5     12.7     12.7
No                           2        31     55.4     56.4     69.1
Not Asked                    8        17     30.4     30.9    100.0
Missing Data                 9         1      1.8   MISSING
                                 -------  -------  -------
                         TOTAL        56    100.0    100.0

Valid Cases      55      Missing Cases      1
```

TABLE G-30

```
OTHERIN   Do you get info from other sources?

                                                   Valid     Cum
  Value Label            Value  Frequency  Percent  Percent  Percent

Yes                          1         3      5.4      5.5      5.5
No                           2        35     62.5     63.6     69.1
Not Asked                    8        17     30.4     30.9    100.0
Missing Data                 9         1      1.8   MISSING
                                 -------  -------  -------
                         TOTAL        56    100.0    100.0

Valid Cases      55      Missing Cases      1
```

TABLE G-31

```
PRIME     What is your primary purpose at the libr

                                                   Valid     Cum
  Value Label            Value  Frequency  Percent  Percent  Percent

Recreation                   1        14     25.0     25.0     25.0
Assignments                  2         5      8.9      8.9     33.9
Information                  3        13     23.2     23.2     57.1
Other                        5         7     12.5     12.5     69.6
                             8        17     30.4     30.4    100.0
                                 -------  -------  -------
                         TOTAL        56    100.0    100.0

Valid Cases      56      Missing Cases      0
```

TABLE G-32

```
BOOKS     Do you look for books?

                                                     Valid     Cum
  Value Label              Value  Frequency  Percent  Percent  Percent

Yes                           1        32     57.1     58.2     58.2
No                            2         6     10.7     10.9     69.1
Not Asked                     8        17     30.4     30.9    100.0
Missing Data                  9         1      1.8  MISSING
                                    -------  -------  -------
                           TOTAL        56    100.0    100.0

Valid Cases      55      Missing Cases     1
```

- -

TABLE G-33

```
MAGS      Do you look for magazines and newspapers

                                                     Valid     Cum
  Value Label              Value  Frequency  Percent  Percent  Percent

Yes                           1         5      8.9      9.1      9.1
No                            2        33     58.9     60.0     69.1
Not Asked                     8        17     30.4     30.9    100.0
Missing Data                  9         1      1.8  MISSING
                                    -------  -------  -------
                           TOTAL        56    100.0    100.0

Valid Cases      55      Missing Cases     1
```

- -

TABLE G-34

```
VIDEO     Do you look for videos?

                                                     Valid     Cum
  Value Label              Value  Frequency  Percent  Percent  Percent

Yes                           1         6     10.7     10.9     10.9
No                            2        32     57.1     58.2     69.1
Not Asked                     8        17     30.4     30.9    100.0
Missing Data                  9         1      1.8  MISSING
                                    -------  -------  -------
                           TOTAL        56    100.0    100.0

Valid Cases      55      Missing Cases     1
```

TABLE G-35

```
AUDIO     Do you look for audio cassettes or recor

                                                     Valid     Cum
  Value Label               Value  Frequency  Percent  Percent  Percent

Yes                             1          1      1.8      1.8      1.8
No                              2         37     66.1     67.3     69.1
Not Asked                       8         17     30.4     30.9    100.0
Missing Data                    9          1      1.8  MISSING
                                     -------  -------  -------
                            TOTAL         56    100.0    100.0

Valid Cases      55      Missing Cases      1
```

- -

TABLE G-36

```
COMPACT   Do you look for CDs?

                                                     Valid     Cum
  Value Label               Value  Frequency  Percent  Percent  Percent

Yes                             1          2      3.6      3.6      3.6
No                              2         36     64.3     65.5     69.1
Not Asked                       8         17     30.4     30.9    100.0
Missing Data                    9          1      1.8  MISSING
                                     -------  -------  -------
                            TOTAL         56    100.0    100.0

Valid Cases      55      Missing Cases      1
```

- -

TABLE G-37

```
SOFTWARE  Do you look for computer software?

                                                     Valid     Cum
  Value Label               Value  Frequency  Percent  Percent  Percent

Yes                             1          2      3.6      3.6      3.6
No                              2         36     64.3     65.5     69.1
Not Asked                       8         17     30.4     30.9    100.0
Missing Data                    9          1      1.8  MISSING
                                     -------  -------  -------
                            TOTAL         56    100.0    100.0

Valid Cases      55      Missing Cases      1
```

TABLE G-38

```
OTHERFOR  Do you look for other materials?

                                                  Valid     Cum
  Value Label            Value  Frequency  Percent  Percent  Percent

Yes                          1          2      3.6      3.6      3.6
No                           2         36     64.3     65.5     69.1
Not Asked                    8         17     30.4     30.9    100.0
Missing Data                 9          1      1.8  MISSING
                                  -------  -------  -------
                         TOTAL         56    100.0    100.0

Valid Cases      55      Missing Cases      1

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE G-39

```
SPEAKERS  Are you interested in speakers and progr

                                                  Valid     Cum
  Value Label            Value  Frequency  Percent  Percent  Percent

Yes                          1         21     37.5     37.5     37.5
No                           2         18     32.1     32.1     69.6
Not Asked                    8         17     30.4     30.4    100.0
                                  -------  -------  -------
                         TOTAL         56    100.0    100.0

Valid Cases      56      Missing Cases      0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE G-40

```
LONGEV    Would you use lib more if open longer ev

                                                  Valid     Cum
  Value Label            Value  Frequency  Percent  Percent  Percent

Yes                          1          4      7.1      7.3      7.3
No                           2         12     21.4     21.8     29.1
Not Asked                    8         39     69.6     70.9    100.0
Missing Data                 9          1      1.8  MISSING
                                  -------  -------  -------
                         TOTAL         56    100.0    100.0

Valid Cases      55      Missing Cases      1
```

TABLE G-41

```
SUNAFT    Would you use lib more if open Sunday af

                                                      Valid     Cum
  Value Label                 Value  Frequency  Percent  Percent  Percent

Yes                               1         4       7.1      7.3      7.3
No                                2        12      21.4     21.8     29.1
Not Asked                         8        39      69.6     70.9    100.0
Missing Data                      9         1       1.8  MISSING
                                     -------  -------  -------
                              TOTAL        56     100.0    100.0

Valid Cases       55      Missing Cases      1
```

- -

TABLE G-42

```
AWNEWS    Are you aware of lib through the newspap

                                                      Valid     Cum
  Value Label                 Value  Frequency  Percent  Percent  Percent

Yes                               1         4       7.1      7.1      7.1
No                                2        13      23.2     23.2     30.4
Not Asked                         8        39      69.6     69.6    100.0
                                     -------  -------  -------
                              TOTAL        56     100.0    100.0

Valid Cases       56      Missing Cases      0
```

- -

TABLE G-43

```
AWRADTV   Are you aware of lib through radio or TV

                                                      Valid     Cum
  Value Label                 Value  Frequency  Percent  Percent  Percent

Yes                               1         2       3.6      3.6      3.6
No                                2        15      26.8     26.8     30.4
Not Asked                         8        39      69.6     69.6    100.0
                                     -------  -------  -------
                              TOTAL        56     100.0    100.0

Valid Cases       56      Missing Cases      0
```

TABLE G-44

```
AWFRND    Are you aware of lib through friends/rel

                                                  Valid     Cum
 Value Label            Value  Frequency  Percent  Percent  Percent

Yes                         1         6     10.7     10.7     10.7
No                          2        11     19.6     19.6     30.4
Not Asked                   8        39     69.6     69.6    100.0
                                -------  -------  -------
                        TOTAL        56    100.0    100.0

Valid Cases       56      Missing Cases       0
- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE G-45

```
AWFLY     Are you aware of lib through flyers?

                                                  Valid     Cum
 Value Label            Value  Frequency  Percent  Percent  Percent

Yes                         1         1      1.8      1.8      1.8
No                          2        16     28.6     28.6     30.4
Not Asked                   8        39     69.6     69.6    100.0
                                -------  -------  -------
                        TOTAL        56    100.0    100.0

Valid Cases       56      Missing Cases       0
- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE G-46

```
AWOTHER   Are you aware of lib through other means

                                                  Valid     Cum
 Value Label            Value  Frequency  Percent  Percent  Percent

Yes                         1         1      1.8      1.8      1.8
No                          2        16     28.6     28.6     30.4
Not Asked                   8        39     69.6     69.6    100.0
                                -------  -------  -------
                        TOTAL        56    100.0    100.0

Valid Cases       56      Missing Cases       0
- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE G-47

```
NONSPEAK  Would you be interested in speakers, etc

                                                  Valid     Cum
 Value Label            Value  Frequency  Percent  Percent  Percent

Yes                         1         7     12.5     12.5     12.5
No                          2        10     17.9     17.9     30.4
Not Asked                   8        39     69.6     69.6    100.0
                                -------  -------  -------
                        TOTAL        56    100.0    100.0

Valid Cases       56      Missing Cases       0
```

TABLE G-48

```
BROCHURE  Would you like a brochure on the library

                                                            Valid     Cum
  Value Label                 Value  Frequency  Percent   Percent   Percent

Yes                               1        11      19.6      19.6      19.6
No                                2         6      10.7      10.7      30.4
Not Asked                         8        39      69.6      69.6     100.0
                                     -------   -------   -------
                              TOTAL        56     100.0     100.0

Valid Cases       56      Missing Cases      0
```

Moss Point

TABLE MP-1

```
COUNTY

                                                    Valid     Cum
 Value Label            Value  Frequency  Percent  Percent  Percent

Jackson                     1        73     100.0    100.0    100.0
                                 -------  -------  -------
                        TOTAL        73     100.0    100.0

Valid Cases     73     Missing Cases     0
```

- -

TABLE MP-2

```
AGE

                                                    Valid     Cum
 Value Label            Value  Frequency  Percent  Percent  Percent

19-24                       1         7       9.6      9.7      9.7
25-35                       2        16      21.9     22.2     31.9
36-50                       3        23      31.5     31.9     63.9
51-64                       4        16      21.9     22.2     86.1
65+                         5        10      13.7     13.9    100.0
Missing Data                9         1       1.4  MISSING
                                 -------  -------  -------
                        TOTAL        73     100.0    100.0

Valid Cases     72     Missing Cases     1
```

- -

TABLE MP-3

```
YRSCTY    Years lived in County

                                                    Valid     Cum
 Value Label            Value  Frequency  Percent  Percent  Percent

Less than 5                 1         7       9.6      9.7      9.7
5-10                        2         3       4.1      4.2     13.9
11-25                       3        24      32.9     33.3     47.2
Over 25                     4        38      52.1     52.8    100.0
Missing Data                9         1       1.4  MISSING
                                 -------  -------  -------
                        TOTAL        73     100.0    100.0

Valid Cases     72     Missing Cases     1
```

TABLE MP-4

```
RACE
                                                        Valid      Cum
 Value Label               Value  Frequency  Percent   Percent   Percent

White                          1         45     61.6      61.6      61.6
Black                          2         28     38.4      38.4     100.0
                                    -------  -------   -------
                           TOTAL         73    100.0     100.0

Valid Cases      73     Missing Cases      0
```

- -

TABLE MP-5

```
SEX
                                                        Valid      Cum
 Value Label               Value  Frequency  Percent   Percent   Percent

Male                           1         26     35.6      35.6      35.6
Female                         2         47     64.4      64.4     100.0
                                    -------  -------   -------
                           TOTAL         73    100.0     100.0

Valid Cases      73     Missing Cases      0
```

- -

TABLE MP-6

```
HOMEBND   Unable to use library because homebound?
                                                        Valid      Cum
 Value Label               Value  Frequency  Percent   Percent   Percent

Yes                            1          5      6.8       6.8       6.8
No                             2         68     93.2      93.2     100.0
                                    -------  -------   -------
                           TOTAL         73    100.0     100.0

Valid Cases      73     Missing Cases      0
```

- -

TABLE MP-7

```
CLASSES   Currently taking educational classes?
                                                        Valid      Cum
 Value Label               Value  Frequency  Percent   Percent   Percent

Yes                            1         12     16.4      16.4      16.4
No                             2         61     83.6      83.6     100.0
                                    -------  -------   -------
                           TOTAL         73    100.0     100.0

Valid Cases      73     Missing Cases      0
```

TABLE MP-8

```
COLCOR    Taking college courses?

                                                         Valid     Cum
  Value Label                 Value  Frequency  Percent  Percent  Percent

Yes                               1          4      5.5      5.5      5.5
No                                2          6      8.2      8.2     13.7
Not Asked                         8         63     86.3     86.3    100.0
                                       -------  -------  -------
                              TOTAL         73    100.0    100.0

Valid Cases      73      Missing Cases       0
```

TABLE MP-9

```
JOBCOR    Taking job related courses?

                                                         Valid     Cum
  Value Label                 Value  Frequency  Percent  Percent  Percent

Yes                               1          4      5.5      5.5      5.5
No                                2          6      8.2      8.2     13.7
Not Asked                         8         63     86.3     86.3    100.0
                                       -------  -------  -------
                              TOTAL         73    100.0    100.0

Valid Cases      73      Missing Cases       0
```

TABLE MP-10

```
PHYSCOR   Taking physical fitness courses?

                                                         Valid     Cum
  Value Label                 Value  Frequency  Percent  Percent  Percent

No                                2         10     13.7     13.7     13.7
Not Asked                         8         63     86.3     86.3    100.0
                                       -------  -------  -------
                              TOTAL         73    100.0    100.0

Valid Cases      73      Missing Cases       0
```

TABLE MP-11

```
SELFED    Taking self education courses?

                                                         Valid     Cum
  Value Label                 Value  Frequency  Percent  Percent  Percent

Yes                               1          1      1.4      1.4      1.4
No                                2          9     12.3     12.3     13.7
Not Asked                         8         63     86.3     86.3    100.0
                                       -------  -------  -------
                              TOTAL         73    100.0    100.0

Valid Cases      73      Missing Cases       0
```

TABLE MP-12

```
HOBBY     Taking hobby courses?

                                                        Valid     Cum
  Value Label               Value  Frequency  Percent  Percent  Percent

No                              2       10     13.7     13.7     13.7
Not Asked                       8       63     86.3     86.3    100.0
                                   -------  -------  -------
                            TOTAL       73    100.0    100.0

Valid Cases      73      Missing Cases      0
```

- -

TABLE MP-13

```
OTHERCOR  Taking other courses?

                                                        Valid     Cum
  Value Label               Value  Frequency  Percent  Percent  Percent

Yes                             1        3      4.1      4.1      4.1
No                              2        8     11.0     11.0     15.1
Not Asked                       8       62     84.9     84.9    100.0
                                   -------  -------  -------
                            TOTAL       73    100.0    100.0

Valid Cases      73      Missing Cases      0
```

- -

TABLE MP-14

```
VCR       Do you own a VCR?

                                                        Valid     Cum
  Value Label               Value  Frequency  Percent  Percent  Percent

Yes                             1       57     78.1     79.2     79.2
No                              2       15     20.5     20.8    100.0
Missing Data                    9        1      1.4  MISSING
                                   -------  -------  -------
                            TOTAL       73    100.0    100.0

Valid Cases      72      Missing Cases      1
```

- -

TABLE MP-15

```
CD        Do you own a CD player?

                                                        Valid     Cum
  Value Label               Value  Frequency  Percent  Percent  Percent

Yes                             1        5      6.8      6.9      6.9
No                              2       67     91.8     93.1    100.0
Missing Data                    9        1      1.4  MISSING
                                   -------  -------  -------
                            TOTAL       73    100.0    100.0

Valid Cases      72      Missing Cases      1
```

TABLE MP-16

```
PC        Do you own a personal computer?

                                                           Valid      Cum
  Value Label                Value   Frequency   Percent   Percent   Percent

Yes                              1          9      12.3      12.5      12.5
No                               2         63      86.3      87.5     100.0
Missing Data                     9          1       1.4    MISSING
                                      -------   -------   -------
                             TOTAL         73     100.0     100.0

Valid Cases        72      Missing Cases       1
```

- -

TABLE MP-17

```
AC        Do you own an audio cassette player?

                                                           Valid      Cum
  Value Label                Value   Frequency   Percent   Percent   Percent

Yes                              1         28      38.4      38.9      38.9
No                               2         44      60.3      61.1     100.0
Missing Data                     9          1       1.4    MISSING
                                      -------   -------   -------
                             TOTAL         73     100.0     100.0

Valid Cases        72      Missing Cases       1
```

- -

TABLE MP-18

```
CLOSELIB  Which library is closest to you?

                                                           Valid      Cum
  Value Label                Value   Frequency   Percent   Percent   Percent

Moss Pt                          4         73     100.0     100.0     100.0
                                      -------   -------   -------
                             TOTAL         73     100.0     100.0

Valid Cases        73      Missing Cases       0
```

- -

TABLF MP-19

```
LIBUSER   Are you a library user?

                                                           Valid      Cum
  Value Label                Value   Frequency   Percent   Percent   Percent

Yes                              1         40      54.8      54.8      54.8
No                               2         33      45.2      45.2     100.0
                                      -------   -------   -------
                             TOTAL         73     100.0     100.0

Valid Cases        73      Missing Cases       0
```

TABLE MP-20

```
WHICHLIB  Which library do you use?

                                                      Valid     Cum
  Value Label                Value  Frequency  Percent  Percent  Percent

East Central                   1          1       1.4      1.4      1.4
Moss Pt                        4         29      39.7     39.7     41.1
Pascagoula                     6          9      12.3     12.3     53.4
Other                          9          1       1.4      1.4     54.8
Not Asked                     10         33      45.2     45.2    100.0
                                    -------   -------  -------
                             TOTAL       73     100.0    100.0

Valid Cases      73      Missing Cases      0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE MP-21

```
LIBCARD   Do you have a library card?

                                                      Valid     Cum
  Value Label                Value  Frequency  Percent  Percent  Percent

Yes                            1         36      49.3     49.3     49.3
No                             2          4       5.5      5.5     54.8
Not Asked                      8         33      45.2     45.2    100.0
                                    -------   -------  -------
                             TOTAL       73     100.0    100.0

Valid Cases      73      Missing Cases      0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE MP-22

```
SUNDAY    Would you use library more if open Sunda

                                                      Valid     Cum
  Value Label                Value  Frequency  Percent  Percent  Percent

Yes                            1         14      19.2     19.4     19.4
No                             2         25      34.2     34.7     54.2
Not Asked                      8         33      45.2     45.8    100.0
Missing Data                   9          1       1.4  MISSING
                                    -------   -------  -------
                             TOTAL       73     100.0    100.0

Valid Cases      72      Missing Cases      1
```

TABLE MP-23

```
POSTER    Do you get info about library from poste

                                                        Valid     Cum
  Value Label                Value  Frequency  Percent  Percent  Percent

Yes                              1         14     19.2     19.2     19.2
No                               2         26     35.6     35.6     54.8
Not Asked                        8         33     45.2     45.2    100.0
                                    -------  -------  -------
                             TOTAL         73    100.0    100.0

Valid Cases      73      Missing Cases      0
```

TABLE MP-24

```
BULLBD    Do you get info from bulletin boards in

                                                        Valid     Cum
  Value Label                Value  Frequency  Percent  Percent  Percent

No                               2         40     54.8     54.8     54.8
Not Asked                        8         33     45.2     45.2    100.0
                                    -------  -------  -------
                             TOTAL         73    100.0    100.0

Valid Cases      73      Missing Cases      0
```

TABLE MP-25

```
FLYER     Do you get info from flyers?

                                                        Valid     Cum
  Value Label                Value  Frequency  Percent  Percent  Percent

Yes                              1          4      5.5      5.5      5.5
No                               2         36     49.3     49.3     54.8
Not Asked                        8         33     45.2     45.2    100.0
                                    -------  -------  -------
                             TOTAL         73    100.0    100.0

Valid Cases      73      Missing Cases      0
```

TABLE MP-26

```
NEWSP     Do you get info from newspapers?

                                                        Valid     Cum
  Value Label                Value  Frequency  Percent  Percent  Percent

Yes                              1          8     11.0     11.0     11.0
No                               2         32     43.8     43.8     54.8
Not Asked                        8         33     45.2     45.2    100.0
                                    -------  -------  -------
                             TOTAL         73    100.0    100.0

Valid Cases      73      Missing Cases      0
```

TABLE MP-27

```
RADIO     Do you get info from radio or TV?

                                                      Valid     Cum
  Value Label                Value  Frequency  Percent  Percent  Percent

Yes                              1          1      1.4      1.4      1.4
No                               2         39     53.4     53.4     54.8
Not Asked                        8         33     45.2     45.2    100.0
                                    -------  -------  -------
                             TOTAL         73    100.0    100.0

Valid Cases       73     Missing Cases      0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE MP-28

```
FRIENDS   Do you get info from friends/relatives?

                                                      Valid     Cum
  Value Label                Value  Frequency  Percent  Percent  Percent

Yes                              1          7      9.6      9.6      9.6
No                               2         33     45.2     45.2     54.8
Not Asked                        8         33     45.2     45.2    100.0
                                    -------  -------  -------
                             TOTAL         73    100.0    100.0

Valid Cases       73     Missing Cases      0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE MP-29

```
LIBSTAFF  Do you get info from library staff?

                                                      Valid     Cum
  Value Label                Value  Frequency  Percent  Percent  Percent

Yes                              1          9     12.3     12.3     12.3
No                               2         31     42.5     42.5     54.8
Not Asked                        8         33     45.2     45.2    100.0
                                    -------  -------  -------
                             TOTAL         73    100.0    100.0

Valid Cases       73     Missing Cases      0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE MP-30

```
OTHERIN   Do you get info from other sources?

                                                      Valid     Cum
  Value Label                Value  Frequency  Percent  Percent  Percent

Yes                              1          4      5.5      5.5      5.5
No                               2         36     49.3     49.3     54.8
Not Asked                        8         33     45.2     45.2    100.0
                                    -------  -------  -------
                             TOTAL         73    100.0    100.0

Valid Cases       73     Missing Cases      0
```

TABLE MP-31

```
PRIME     What is your primary purpose at the libr

                                                        Valid     Cum
  Value Label                 Value  Frequency  Percent  Percent  Percent

Recreation                        1        20     27.4     27.4     27.4
Assignments                       2         6      8.2      8.2     35.6
Information                       3        10     13.7     13.7     49.3
Other                             5         4      5.5      5.5     54.8
                                  8        33     45.2     45.2    100.0
                                    -------  -------  -------
                              TOTAL        73    100.0    100.0

Valid Cases      73      Missing Cases      0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE MP-32

```
BOOKS     Do you look for books?

                                                        Valid     Cum
  Value Label                 Value  Frequency  Percent  Percent  Percent

Yes                               1        32     43.8     43.8     43.8
No                                2         8     11.0     11.0     54.8
Not Asked                         8        33     45.2     45.2    100.0
                                    -------  -------  -------
                              TOTAL        73    100.0    100.0

Valid Cases      73      Missing Cases      0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE MP-33

```
MAGS      Do you look for magazines and newspapers

                                                        Valid     Cum
  Value Label                 Value  Frequency  Percent  Percent  Percent

Yes                               1        10     13.7     13.7     13.7
No                                2        30     41.1     41.1     54.8
Not Asked                         8        33     45.2     45.2    100.0
                                    -------  -------  -------
                              TOTAL        73    100.0    100.0

Valid Cases      73      Missing Cases      0
```

TABLE MP-34

```
VIDEO     Do you look for videos?

                                                    Valid     Cum
  Value Label            Value  Frequency  Percent  Percent  Percent

Yes                          1          5      6.8      6.8      6.8
No                           2         35     47.9     47.9     54.8
Not Asked                    8         33     45.2     45.2    100.0
                                  -------  -------  -------
                         TOTAL         73    100.0    100.0

Valid Cases      73      Missing Cases      0
```

TABLE MP-35

```
AUDIO     Do you look for audio cassettes or recor

                                                    Valid     Cum
  Value Label            Value  Frequency  Percent  Percent  Percent

Yes                          1          1      1.4      1.4      1.4
No                           2         39     53.4     53.4     54.8
Not Asked                    8         33     45.2     45.2    100.0
                                  -------  -------  -------
                         TOTAL         73    100.0    100.0

Valid Cases      73      Missing Cases      0
```

TABLE MP-36

```
COMPACT   Do you look for CDs?

                                                    Valid     Cum
  Value Label            Value  Frequency  Percent  Percent  Percent

No                           2         40     54.8     54.8     54.8
Not Asked                    8         33     45.2     45.2    100.0
                                  -------  -------  -------
                         TOTAL         73    100.0    100.0

Valid Cases      73      Missing Cases      0
```

TABLE MP-37

```
SOFTWARE  Do you look for computer software?

                                                    Valid     Cum
  Value Label            Value  Frequency  Percent  Percent  Percent

Yes                          1          2      2.7      2.7      2.7
No                           2         38     52.1     52.1     54.8
Not Asked                    8         33     45.2     45.2    100.0
                                  -------  -------  -------
                         TOTAL         73    100.0    100.0

Valid Cases      73      Missing Cases      0
```

TABLE MP-38

```
OTHERFOR  Do you look for other materials?

                                                      Valid     Cum
  Value Label               Value  Frequency  Percent  Percent  Percent

Yes                             1          2      2.7      2.7      2.7
No                              2         38     52.1     52.1     54.8
Not Asked                       8         33     45.2     45.2    100.0
                                    -------  -------  -------
                            TOTAL        73    100.0    100.0

Valid Cases      73      Missing Cases      0
```

- -

TABLE MP-39

```
SPEAKERS  Are you interested in speakers and progr

                                                      Valid     Cum
  Value Label               Value  Frequency  Percent  Percent  Percent

Yes                             1         17     23.3     23.3     23.3
No                              2         23     31.5     31.5     54.8
Not Asked                       8         33     45.2     45.2    100.0
                                    -------  -------  -------
                            TOTAL        73    100.0    100.0

Valid Cases      73      Missing Cases      0
```

- -

TABLE MP-40

```
LONGEV    Would you use lib more if open longer ev

                                                      Valid     Cum
  Value Label               Value  Frequency  Percent  Percent  Percent

Yes                             1         10     13.7     13.9     13.9
No                              2         22     30.1     30.6     44.4
Not Asked                       8         40     54.8     55.6    100.0
Missing Data                    9          1      1.4  MISSING
                                    -------  -------  -------
                            TOTAL        73    100.0    100.0

Valid Cases      72      Missing Cases      1
```

TABLE MP-41

```
SUNAFT    Would you use lib more if open Sunday af

                                                           Valid     Cum
 Value Label                  Value  Frequency  Percent  Percent  Percent

Yes                               1          7      9.6      9.7      9.7
No                                2         25     34.2     34.7     44.4
Not Asked                         8         40     54.8     55.6    100.0
Missing Data                      9          1      1.4  MISSING
                                     -------  -------  -------
                              TOTAL         73    100.0    100.0

Valid Cases      72      Missing Cases       1

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE MP-42

```
AWNEWS    Are you aware of lib through the newspap

                                                           Valid     Cum
 Value Label                  Value  Frequency  Percent  Percent  Percent

Yes                               1         15     20.5     20.5     20.5
No                                2         18     24.7     24.7     45.2
Not Asked                         8         40     54.8     54.8    100.0
                                     -------  -------  -------
                              TOTAL         73    100.0    100.0

Valid Cases      73      Missing Cases       0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE MP-43

```
AWRADTV   Are you aware of lib through radio or TV

                                                           Valid     Cum
 Value Label                  Value  Frequency  Percent  Percent  Percent

Yes                               1          5      6.8      6.8      6.8
No                                2         28     38.4     38.4     45.2
Not Asked                         8         40     54.8     54.8    100.0
                                     -------  -------  -------
                              TOTAL         73    100.0    100.0

Valid Cases      73      Missing Cases       0
```

TABLE MP-44

```
AWFRND    Are you aware of lib through friends/rel

                                                      Valid     Cum
 Value Label            Value  Frequency  Percent   Percent   Percent

Yes                         1          9     12.3      12.3      12.3
No                          2         24     32.9      32.9      45.2
Not Asked                   8         40     54.8      54.8     100.0
                               -------   -------   -------
                        TOTAL         73    100.0     100.0

Valid Cases      73      Missing Cases       0
```

- -

TABLE MP-45

```
AWFLY     Are you aware of lib through flyers?

                                                      Valid     Cum
 Value Label            Value  Frequency  Percent   Percent   Percent

Yes                         1          4      5.5       5.5       5.5
No                          2         29     39.7      39.7      45.2
Not Asked                   8         40     54.8      54.8     100.0
                               -------   -------   -------
                        TOTAL         73    100.0     100.0

Valid Cases      73      Missing Cases       0
```

- -

TABLE MP-46

```
AWOTHER   Are you aware of lib through other means

                                                      Valid     Cum
 Value Label            Value  Frequency  Percent   Percent   Percent

Yes                         1          2      2.7       2.7       2.7
No                          2         31     42.5      42.5      45.2
Not Asked                   8         40     54.8      54.8     100.0
                               -------   -------   -------
                        TOTAL         73    100.0     100.0

Valid Cases      73      Missing Cases       0
```

- -

TABLE MP-47

```
NONSPEAK  Would you be interested in speakers, etc

                                                      Valid     Cum
 Value Label            Value  Frequency  Percent   Percent   Percent

Yes                         1         11     15.1      15.1      15.1
No                          2         22     30.1      30.1      45.2
Not Asked                   8         40     54.8      54.8     100.0
                               -------   -------   -------
                        TOTAL         73    100.0     100.0

Valid Cases      73      Missing Cases       0
```

TABLE-48

```
BROCHURE  Would you like a brochure on the library

                                                      Valid     Cum
  Value Label             Value  Frequency  Percent  Percent  Percent

Yes                           1         16     21.9     21.9     21.9
No                            2         17     23.3     23.3     45.2
Not Asked                     8         40     54.8     54.8    100.0
                                   -------  -------  -------
                          TOTAL         73    100.0    100.0

Valid Cases      73      Missing Cases      0
```

Ocean Springs

TABLE OS-1

COUNTY

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Jackson	1	81	98.8	98.8	98.8
George	2	1	1.2	1.2	100.0
	TOTAL	82	100.0	100.0	

Valid Cases 82 Missing Cases 0

- -

TABLE OS-2

AGE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
19-24	1	7	8.5	8.6	8.6
25-35	2	19	23.2	23.5	32.1
36-50	3	27	32.9	33.3	65.4
51-64	4	15	18.3	18.5	84.0
65+	5	13	15.9	16.0	100.0
Missing Data	9	1	1.2	MISSING	
	TOTAL	82	100.0	100.0	

Valid Cases 81 Missing Cases 1

- -

TABLE OS-3

YRSCTY Years lived in County

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Less than 5	1	17	20.7	20.7	20.7
5-10	2	10	12.2	12.2	32.9
11-25	3	36	43.9	43.9	76.8
Over 25	4	19	23.2	23.2	100.0
	TOTAL	82	100.0	100.0	

Valid Cases 82 Missing Cases 0

TABLE OS-4

```
RACE

                                                          Valid     Cum
 Value Label                   Value  Frequency  Percent  Percent  Percent

6 White                            1         71     86.6     87.7     87.7
Black                              2         10     12.2     12.3    100.0
Missing Data                       9          1      1.2  MISSING
                                        -------  -------  -------
                               TOTAL         82    100.0    100.0

Valid Cases      81     Missing Cases     1
```

- -

TABLE OS-5

```
SEX

                                                          Valid     Cum
 Value Label                   Value  Frequency  Percent  Percent  Percent

Male                               1         49     59.8     59.8     59.8
Female                             2         33     40.2     40.2    100.0
                                        -------  -------  -------
                               TOTAL         82    100.0    100.0

Valid Cases      82     Missing Cases     0
```

- -

TABLE OS-6

```
HOMEBND   Unable to use library because homebound?

                                                          Valid     Cum
 Value Label                   Value  Frequency  Percent  Percent  Percent

Yes                                1          2      2.4      2.4      2.4
No                                 2         80     97.6     97.6    100.0
                                        -------  -------  -------
                               TOTAL         82    100.0    100.0

Valid Cases      82     Missing Cases     0
```

- -

TABLE OS-7

```
CLASSES   Currently taking educational classes?

                                                          Valid     Cum
 Value Label                   Value  Frequency  Percent  Percent  Percent

Yes                                1         12     14.6     14.6     14.6
No                                 2         70     85.4     85.4    100.0
                                        -------  -------  -------
                               TOTAL         82    100.0    100.0

Valid Cases      82     Missing Cases     0
```

TABLE OS-8

```
COLCOR    Taking college courses?

                                                        Valid     Cum
  Value Label                  Value  Frequency  Percent  Percent  Percent

Yes                                1          4      4.9      4.9      4.9
No                                 2          8      9.8      9.8     14.6
Not Asked                          8         70     85.4     85.4    100.0
                                        -------  -------  -------
                               TOTAL         82    100.0    100.0

Valid Cases       82      Missing Cases      0
```

TABLE OS-9

```
JOBCOR    Taking job related courses?

                                                        Valid     Cum
  Value Label                  Value  Frequency  Percent  Percent  Percent

Yes                                1          6      7.3      7.3      7.3
No                                 2          6      7.3      7.3     14.6
Not Asked                          8         70     85.4     85.4    100.0
                                        -------  -------  -------
                               TOTAL         82    100.0    100.0

Valid Cases       82      Missing Cases      0
```

TABLE OS-10

```
PHYSCOR   Taking physical fitness courses?

                                                        Valid     Cum
  Value Label                  Value  Frequency  Percent  Percent  Percent

No                                 2         12     14.6     14.6     14.6
Not Asked                          8         70     85.4     85.4    100.0
                                        -------  -------  -------
                               TOTAL         82    100.0    100.0

Valid Cases       82      Missing Cases      0
```

TABLE OS-11

```
SELFED    Taking self education courses?

                                                        Valid     Cum
  Value Label                  Value  Frequency  Percent  Percent  Percent

No                                 2         12     14.6     14.6     14.6
Not Asked                          8         70     85.4     85.4    100.0
                                        -------  -------  -------
                               TOTAL         82    100.0    100.0

Valid Cases       82      Missing Cases      0
```

TABLE OS-12

HOBBY Taking hobby courses?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	1	1.2	1.2	1.2
No	2	11	13.4	13.4	14.6
Not Asked	8	70	85.4	85.4	100.0
	TOTAL	82	100.0	100.0	

Valid Cases 82 Missing Cases 0

TABLE OS-13

OTHERCOR Taking other courses?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	1	1.2	1.2	1.2
No	2	11	13.4	13.4	14.6
Not Asked	8	70	85.4	85.4	100.0
	TOTAL	82	100.0	100.0	

Valid Cases 82 Missing Cases 0

TABLE OS-14

VCR Do you own a VCR?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	65	79.3	81.3	81.3
No	2	15	18.3	18.8	100.0
Missing Data	9	2	2.4	MISSING	
	TOTAL	82	100.0	100.0	

Valid Cases 80 Missing Cases 2

TABLE OS-15

```
CD        Do you own a CD player?

                                                       Valid     Cum
 Value Label                 Value  Frequency  Percent  Percent  Percent

                                 0          1      1.2      1.3      1.3
Yes                              1         21     25.6     26.3     27.5
No                               2         58     70.7     72.5    100.0
Missing Data                     9          2      2.4  MISSING
                                    -------  -------  -------
                             TOTAL         82    100.0    100.0

Valid Cases      80      Missing Cases      2
```

TABLE OS-16

```
PC        Do you own a personal computer?

                                                       Valid     Cum
 Value Label                 Value  Frequency  Percent  Percent  Percent

Yes                              1         18     22.0     22.5     22.5
No                               2         61     74.4     76.3     98.8
                                 5          1      1.2      1.3    100.0
Missing Data                     9          2      2.4  MISSING
                                    -------  -------  -------
                             TOTAL         82    100.0    100.0

Valid Cases      80      Missing Cases      2
```

TABLE OS-17

```
AC        Do you own an audio cassette player?

                                                       Valid     Cum
 Value Label                 Value  Frequency  Percent  Percent  Percent

Yes                              1         39     47.6     48.8     48.8
No                               2         41     50.0     51.3    100.0
Missing Data                     9          2      2.4  MISSING
                                    -------  -------  -------
                             TOTAL         82    100.0    100.0

Valid Cases      80      Missing Cases      2
```

TABLE OS-18

```
CLOSELIB  Which library is closest to you?

                                                       Valid     Cum
 Value Label                 Value  Frequency  Percent  Percent  Percent

Ocean Spg                        5         82    100.0    100.0    100.0
                                    -------  -------  -------
                             TOTAL         82    100.0    100.0

Valid Cases         82          Missing Cases       0
```

TABLE OS-19

```
LIBUSER   Are you a library user?

                                                           Valid     Cum
  Value Label                 Value   Frequency  Percent  Percent  Percent

Yes                               1         63     76.8     76.8     76.8
No                                2         19     23.2     23.2    100.0
                                      -------   -------  -------
                              TOTAL         82    100.0    100.0

Valid Cases       82      Missing Cases       0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE OS-20

```
WHICHLIB  Which library do you use?

                                                           Valid     Cum
  Value Label                 Value   Frequency  Percent  Percent  Percent

Gautier                           2          2      2.4      2.4      2.4
Ocean Spg                         5         59     72.0     72.0     74.4
Other                             9          2      2.4      2.4     76.8
Not Asked                        10         19     23.2     23.2    100.0
                                      -------   -------  -------
                              TOTAL         82    100.0    100.0

Valid Cases       82      Missing Cases       0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE OS-21

```
LIBCARD   Do you have a library card?

                                                           Valid     Cum
  Value Label                 Value   Frequency  Percent  Percent  Percent

Yes                               1         55     67.1     67.1     67.1
No                                2          8      9.8      9.8     76.8
Not Asked                         8         19     23.2     23.2    100.0
                                      -------   -------  -------
                              TOTAL         82    100.0    100.0

Valid Cases       82      Missing Cases       0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE OS-22

```
SUNDAY    Would you use library more if open Sunda

                                                           Valid     Cum
  Value Label                 Value   Frequency  Percent  Percent  Percent

Yes                               1         30     36.6     36.6     36.6
No                                2         33     40.2     40.2     76.8
Not Asked                         8         19     23.2     23.2    100.0
                                      -------   -------  -------
                              TOTAL         82    100.0    100.0

Valid Cases       82      Missing Cases       0
```

TABLE OS-23

POSTER Do you get info about library from poste

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	17	20.7	20.7	20.7
No	2	46	56.1	56.1	76.8
Not Asked	8	19	23.2	23.2	100.0
	TOTAL	82	100.0	100.0	

Valid Cases 82 Missing Cases 0

TABLE OS-24

BULLBD Do you get info from bulletin boards in

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	13	15.9	15.9	15.9
No	2	50	61.0	61.0	76.8
Not Asked	8	19	23.2	23.2	100.0
	TOTAL	82	100.0	100.0	

Valid Cases 82 Missing Cases 0

TABLE OS-25

FLYER Do you get info from flyers?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	9	11.0	11.0	11.0
No	2	54	65.9	65.9	76.8
Not Asked	8	19	23.2	23.2	100.0
	TOTAL	82	100.0	100.0	

Valid Cases 82 Missing Cases 0

TABLE OS-26

NEWSP Do you get info from newspapers?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	20	24.4	24.4	24.4
No	2	43	52.4	52.4	76.8
Not Asked	8	19	23.2	23.2	100.0
	TOTAL	82	100.0	100.0	

Valid Cases 82 Missing Cases 0

TABLE OS-27

RADIO Do you get info from radio or TV?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	1	1.2	1.2	1.2
No	2	62	75.6	75.6	76.8
Not Asked	8	19	23.2	23.2	100.0
	TOTAL	82	100.0	100.0	

Valid Cases 82 Missing Cases 0

TABLE OS-28

FRIENDS Do you get info from friends/relatives?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	13	15.9	15.9	15.9
No	2	50	61.0	61.0	76.8
Not Asked	8	19	23.2	23.2	100.0
	TOTAL	82	100.0	100.0	

Valid Cases 82 Missing Cases 0

TABLE OS-29

LIBSTAFF Do you get info from library staff?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	9	11.0	11.0	11.0
No	2	54	65.9	65.9	76.8
Not Asked	8	19	23.2	23.2	100.0
	TOTAL	82	100.0	100.0	

Valid Cases 82 Missing Cases 0

TABLE OS-30

OTHERIN Do you get info from other sources?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	7	8.5	8.5	8.5
No	2	56	68.3	68.3	76.8
Not Asked	8	19	23.2	23.2	100.0
	TOTAL	82	100.0	100.0	

Valid Cases 82 Missing Cases 0

TABLE OS-31

```
PRIME     What is your primary purpose at the libr

                                                           Valid     Cum
  Value Label                 Value  Frequency  Percent  Percent  Percent

Recreation                        1         23     28.0     28.0     28.0
Assignments                       2          7      8.5      8.5     36.6
Information                       3         26     31.7     31.7     68.3
Other                             5          7      8.5      8.5     76.8
                                  8         19     23.2     23.2    100.0
                                       -------  -------  -------
                              TOTAL         82    100.0    100.0

Valid Cases      82      Missing Cases      0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE OS-32

```
BOOKS     Do you look for books?

                                                           Valid     Cum
  Value Label                 Value  Frequency  Percent  Percent  Percent

Yes                               1         54     65.9     65.9     65.9
No                                2          9     11.0     11.0     76.8
Not Asked                         8         19     23.2     23.2    100.0
                                       -------  -------  -------
                              TOTAL         82    100.0    100.0

Valid Cases      82      Missing Cases      0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE OS-33

```
MAGS      Do you look for magazines and newspapers

                                                           Valid     Cum
  Value Label                 Value  Frequency  Percent  Percent  Percent

Yes                               1         15     18.3     18.3     18.3
No                                2         48     58.5     58.5     76.8
Not Asked                         8         19     23.2     23.2    100.0
                                       -------  -------  -------
                              TOTAL         82    100.0    100.0

Valid Cases      82      Missing Cases      0
```

TABLE OS-34

```
VIDEO     Do you look for videos?

                                                      Valid     Cum
  Value Label               Value  Frequency  Percent  Percent  Percent

Yes                             1         11     13.4     13.4     13.4
No                              2         52     63.4     63.4     76.8
Not Asked                       8         19     23.2     23.2    100.0
                                   -------  -------  -------
                            TOTAL        82    100.0    100.0

Valid Cases       82      Missing Cases      0
```

- -

TABLE OS-35

```
AUDIO     Do you look for audio cassettes or recor

                                                      Valid     Cum
  Value Label               Value  Frequency  Percent  Percent  Percent

Yes                             1          7      8.5      8.5      8.5
No                              2         56     68.3     68.3     76.8
Not Asked                       8         19     23.2     23.2    100.0
                                   -------  -------  -------
                            TOTAL        82    100.0    100.0

Valid Cases       82      Missing Cases      0
```

- -

TABLE OS-36

```
COMPACT   Do you look for CDs?

                                                      Valid     Cum
  Value Label               Value  Frequency  Percent  Percent  Percent

Yes                             1          3      3.7      3.7      3.7
No                              2         60     73.2     73.2     76.8
Not Asked                       8         19     23.2     23.2    100.0
                                   -------  -------  -------
                            TOTAL        82    100.0    100.0

Valid Cases       82      Missing Cases      0
```

- -

TABLE OS-37

```
SOFTWARE  Do you look for computer software?

                                                      Valid     Cum
  Value Label               Value  Frequency  Percent  Percent  Percent

Yes                             1          5      6.1      6.1      6.1
No                              2         58     70.7     70.7     76.8
Not Asked                       8         19     23.2     23.2    100.0
                                   -------  -------  -------
                            TOTAL        82    100.0    100.0

Valid Cases       82      Missing Cases      0
```

TABLE OS-38

OTHERFOR Do you look for other materials?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	4	4.9	4.9	4.9
No	2	59	72.0	72.0	76.8
Not Asked	8	19	23.2	23.2	100.0
	TOTAL	82	100.0	100.0	

Valid Cases 82 Missing Cases 0

- -

TABLE OS-39

SPEAKERS Are you interested in speakers and progr

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	31	37.8	37.8	37.8
No	2	32	39.0	39.0	76.8
Not Asked	8	19	23.2	23.2	100.0
	TOTAL	82	100.0	100.0	

Valid Cases 82 Missing Cases 0

- -

TABLE OS-40

LONGEV Would you use lib more if open longer ev

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	4	4.9	4.9	4.9
No	2	17	20.7	20.7	25.6
Not Asked	8	61	74.4	74.4	100.0
	TOTAL	82	100.0	100.0	

Valid Cases 82 Missing Cases 0

- -

TABLE OS-41

SUNAFT Would you use lib more if open Sunday af

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	6	7.3	7.3	7.3
No	2	15	18.3	18.3	25.6
Not Asked	8	61	74.4	74.4	100.0
	TOTAL	82	100.0	100.0	

Valid Cases 82 Missing Cases 0

TABLE OS-42

AWNEWS Are you aware of lib through the newspap

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	9	11.0	11.0	11.0
No	2	12	14.6	14.6	25.6
Not Asked	8	61	74.4	74.4	100.0
	TOTAL	82	100.0	100.0	

Valid Cases 82 Missing Cases 0

TABLE OS-43

AWRADTV Are you aware of lib through radio or TV

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	4	4.9	4.9	4.9
No	2	17	20.7	20.7	25.6
Not Asked	8	61	74.4	74.4	100.0
	TOTAL	82	100.0	100.0	

Valid Cases 82 Missing Cases 0

TABLE OS-44

AWFRND Are you aware of lib through friends/rel

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	5	6.1	6.1	6.1
No	2	16	19.5	19.5	25.6
Not Asked	8	61	74.4	74.4	100.0
	TOTAL	82	100.0	100.0	

Valid Cases 82 Missing Cases 0

TABLE OS-45

AWFLY Are you aware of lib through flyers?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	1	1.2	1.2	1.2
No	2	20	24.4	24.4	25.6
Not Asked	8	61	74.4	74.4	100.0
	TOTAL	82	100.0	100.0	

Valid Cases 82 Missing Cases 0

TABLE OS-46

AWOTHER Are you aware of lib through other means

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	1	1.2	1.2	1.2
No	2	20	24.4	24.4	25.6
Not Asked	8	61	74.4	74.4	100.0
	TOTAL	82	100.0	100.0	

Valid Cases 82 Missing Cases 0

TABLE OS-47

NONSPEAK Would you be interested in speakers, etc

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	8	9.8	9.8	9.8
No	2	13	15.9	15.9	25.6
Not Asked	8	61	74.4	74.4	100.0
	TOTAL	82	100.0	100.0	

Valid Cases 82 Missing Cases 0

TABLE OS-48

BROCHURE Would you like a brochure on the library

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	9	11.0	11.0	11.0
No	2	12	14.6	14.6	25.6
Not Asked	8	61	74.4	74.4	100.0
	TOTAL	82	100.0	100.0	

Valid Cases 82 Missing Cases 0

Pascagoula

TABLE P-1

COUNTY

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Jackson	1	106	100.0	100.0	100.0
	TOTAL	106	100.0	100.0	

Valid Cases 106 Missing Cases 0

TABLE P-2

AGE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
19-24	1	10	9.4	9.5	9.5
25-35	2	26	24.5	24.8	34.3
36-50	3	39	36.8	37.1	71.4
51-64	4	18	17.0	17.1	88.6
65+	5	12	11.3	11.4	100.0
Missing Data	9	1	.9	MISSING	
	TOTAL	106	100.0	100.0	

Valid Cases 105 Missing Cases 1

TABLE P-3

YRSCTY Years lived in County

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Less than 5	1	8	7.5	7.5	7.5
5-10	2	9	8.5	8.5	16.0
11-25	3	44	41.5	41.5	57.5
Over 25	4	45	42.5	42.5	100.0
	TOTAL	106	100.0	100.0	

Valid Cases 106 Missing Cases 0

TABLE P-4

RACE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
White	1	93	87.7	87.7	87.7
Black	2	11	10.4	10.4	98.1
Other	3	2	1.9	1.9	100.0
	TOTAL	106	100.0	100.0	

Valid Cases 106 Missing Cases 0

TABLE P-5

SEX

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Male	1	51	48.1	48.1	48.1
Female	2	55	51.9	51.9	100.0
	TOTAL	106	100.0	100.0	

Valid Cases 106 Missing Cases 0

TABLE P-6

HOMEBND Unable to use library because homebound?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	4	3.8	3.8	3.8
No	2	102	96.2	96.2	100.0
	TOTAL	106	100.0	100.0	

Valid Cases 106 Missing Cases 0

TABLE P-7

CLASSES Currently taking educational classes?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	14	13.2	13.2	13.2
No	2	92	86.8	86.8	100.0
	TOTAL	106	100.0	100.0	

Valid Cases 106 Missing Cases 0

TABLE P-8

```
COLCOR    Taking college courses?

                                                        Valid     Cum
  Value Label                 Value  Frequency  Percent  Percent  Percent

Yes                               1          8      7.5      7.6      7.6
No                                2          5      4.7      4.8     12.4
Not Asked                         8         92     86.8     87.6    100.0
Missing Data                      9          1       .9  MISSING
                                       -------  -------  -------
                              TOTAL        106    100.0    100.0

Valid Cases      105      Missing Cases      1
```

- -

TABLE P-9

```
JOBCOR    Taking job related courses?

                                                        Valid     Cum
  Value Label                 Value  Frequency  Percent  Percent  Percent

Yes                               1          2      1.9      1.9      1.9
No                                2         11     10.4     10.5     12.4
Not Asked                         8         92     86.8     87.6    100.0
Missing Data                      9          1       .9  MISSING
                                       -------  -------  -------
                              TOTAL        106    100.0    100.0

Valid Cases      105      Missing Cases      1
```

- -

TABLE P-10

```
PHYSCOR   Taking physical fitness courses?

                                                        Valid     Cum
  Value Label                 Value  Frequency  Percent  Percent  Percent

Yes                               1          1       .9      1.0      1.0
No                                2         12     11.3     11.4     12.4
Not Asked                         8         92     86.8     87.6    100.0
Missing Data                      9          1       .9  MISSING
                                       -------  -------  -------
                              TOTAL        106    100.0    100.0

Valid Cases      105      Missing Cases      1
```

TABLE P-11

SELFED Taking self education courses?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	1	.9	1.0	1.0
No	2	12	11.3	11.4	12.4
Not Asked	8	92	86.8	87.6	100.0
Missing Data	9	1	.9	MISSING	
	TOTAL	106	100.0	100.0	

Valid Cases 105 Missing Cases 1

TABLE P-12

HOBBY Taking hobby courses?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	1	.9	1.0	1.0
No	2	12	11.3	11.4	12.4
Not Asked	8	92	86.8	87.6	100.0
Missing Data	9	1	.9	MISSING	
	TOTAL	106	100.0	100.0	

Valid Cases 105 Missing Cases 1

TABLE P-13

OTHERCOR Taking other courses?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	2	1.9	1.9	1.9
No	2	11	10.4	10.5	12.4
Not Asked	8	92	86.8	87.6	100.0
Missing Data	9	1	.9	MISSING	
	TOTAL	106	100.0	100.0	

Valid Cases 105 Missing Cases 1

TABLE P-14

```
VCR       Do you own a VCR?

                                                        Valid     Cum
  Value Label                Value  Frequency  Percent  Percent  Percent

Yes                              1        87     82.1     82.9     82.9
No                               2        18     17.0     17.1    100.0
Missing Data                     9         1       .9   MISSING
                                     -------  -------  -------
                             TOTAL       106    100.0    100.0

Valid Cases     105      Missing Cases      1

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE P-15

```
CD        Do you own a CD player?

                                                        Valid     Cum
  Value Label                Value  Frequency  Percent  Percent  Percent

Yes                              1        22     20.8     21.0     21.0
No                               2        83     78.3     79.0    100.0
Missing Data                     9         1       .9   MISSING
                                     -------  -------  -------
                             TOTAL       106    100.0    100.0

Valid Cases     105      Missing Cases      1

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE P-16

```
PC        Do you own a personal computer?

                                                        Valid     Cum
  Value Label                Value  Frequency  Percent  Percent  Percent

Yes                              1        19     17.9     18.1     18.1
No                               2        86     81.1     81.9    100.0
Missing Data                     9         1       .9   MISSING
                                     -------  -------  -------
                             TOTAL       106    100.0    100.0

Valid Cases     105      Missing Cases      1

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE P-17

```
AC        Do you own an audio cassette player?

                                                        Valid     Cum
  Value Label                Value  Frequency  Percent  Percent  Percent

Yes                              1        48     45.3     45.7     45.7
No                               2        57     53.8     54.3    100.0
Missing Data                     9         1       .9   MISSING
                                     -------  -------  -------
                             TOTAL       106    100.0    100.0

Valid Cases     105      Missing Cases      1
```

TABLE P-18

CLOSELIB Which library is closest to you?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Pascagoula	6	106	100.0	100.0	100.0
	TOTAL	106	100.0	100.0	

Valid Cases 106 Missing Cases 0

TABLE P-19

LIBUSER Are you a library user?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	74	69.8	69.8	69.8
No	2	32	30.2	30.2	100.0
	TOTAL	106	100.0	100.0	

Valid Cases 106 Missing Cases 0

TABLE P-20

WHICHLIB Which library do you use?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Moss Pt	4	2	1.9	1.9	1.9
Ocean Spg	5	1	.9	.9	2.8
Pascagoula	6	69	65.1	65.1	67.9
Other	9	2	1.9	1.9	69.8
Not Asked	10	32	30.2	30.2	100.0
	TOTAL	106	100.0	100.0	

Valid Cases 106 Missing Cases 0

TABLE P-21

LIBCARD Do you have a library card?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	62	58.5	58.5	58.5
No	2	12	11.3	11.3	69.8
Not Asked	8	32	30.2	30.2	100.0
	TOTAL	106	100.0	100.0	

Valid Cases 106 Missing Cases 0

TABLE P-22

```
SUNDAY    Would you use library more if open Sunda

                                                          Valid     Cum
  Value Label                  Value  Frequency  Percent  Percent  Percent

Yes                                1         33     31.1     31.4     31.4
No                                 2         40     37.7     38.1     69.5
Not Asked                          8         32     30.2     30.5    100.0
Missing Data                       9          1       .9  MISSING
                                      -------  -------  -------
                               TOTAL        106    100.0    100.0

Valid Cases     105      Missing Cases      1
```

TABLE P-23

```
POSTER    Do you get info about library from poste

                                                          Valid     Cum
  Value Label                  Value  Frequency  Percent  Percent  Percent

Yes                                1         13     12.3     12.3     12.3
No                                 2         61     57.5     57.5     69.8
Not Asked                          8         32     30.2     30.2    100.0
                                      -------  -------  -------
                               TOTAL        106    100.0    100.0

Valid Cases     106      Missing Cases      0
```

TABLE P-24

```
BULLBD    Do you get info from bulletin boards in

                                                          Valid     Cum
  Value Label                  Value  Frequency  Percent  Percent  Percent

Yes                                1          3      2.8      2.8      2.8
No                                 2         71     67.0     67.0     69.8
Not Asked                          8         32     30.2     30.2    100.0
                                      -------  -------  -------
                               TOTAL        106    100.0    100.0

Valid Cases     106      Missing Cases      0
```

TABLE P-25

```
FLYER     Do you get info from flyers?

                                                         Valid     Cum
  Value Label                 Value  Frequency  Percent  Percent  Percent

Yes                               1          1       .9       .9       .9
No                                2         73     68.9     68.9     69.8
Not Asked                         8         32     30.2     30.2    100.0
                                     -------  -------  -------
                              TOTAL        106    100.0    100.0

Valid Cases      106      Missing Cases      0
```

TABLE P-26

```
NEWSP     Do you get info from newspapers?

                                                         Valid     Cum
  Value Label                 Value  Frequency  Percent  Percent  Percent

Yes                               1         32     30.2     30.2     30.2
No                                2         42     39.6     39.6     69.8
Not Asked                         8         32     30.2     30.2    100.0
                                     -------  -------  -------
                              TOTAL        106    100.0    100.0

Valid Cases      106      Missing Cases      0
```

TABLE P-27

```
RADIO     Do you get info from radio or TV?

                                                         Valid     Cum
  Value Label                 Value  Frequency  Percent  Percent  Percent

Yes                               1          3      2.8      2.8      2.8
No                                2         71     67.0     67.0     69.8
Not Asked                         8         32     30.2     30.2    100.0
                                     -------  -------  -------
                              TOTAL        106    100.0    100.0

Valid Cases      106      Missing Cases      0
```

TABLE P-28

```
FRIENDS   Do you get info from friends/relatives?

                                                         Valid     Cum
  Value Label                 Value  Frequency  Percent  Percent  Percent

Yes                               1         15     14.2     14.2     14.2
No                                2         59     55.7     55.7     69.8
Not Asked                         8         32     30.2     30.2    100.0
                                     -------  -------  -------
                              TOTAL        106    100.0    100.0

Valid Cases           106          Missing Cases          0
```

TABLE P-29

```
LIBSTAFF  Do you get info from library staff?

                                                         Valid      Cum
 Value Label                  Value  Frequency  Percent  Percent  Percent

Yes                               1         16     15.1     15.1     15.1
No                                2         58     54.7     54.7     69.8
Not Asked                         8         32     30.2     30.2    100.0
                                     -------  -------  -------
                              TOTAL        106    100.0    100.0

Valid Cases      106      Missing Cases      0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE P-30

```
OTHERIN   Do you get info from other sources?

                                                         Valid      Cum
 Value Label                  Value  Frequency  Percent  Percent  Percent

Yes                               1          7      6.6      6.6      6.6
No                                2         67     63.2     63.2     69.8
Not Asked                         8         32     30.2     30.2    100.0
                                     -------  -------  -------
                              TOTAL        106    100.0    100.0

Valid Cases      106      Missing Cases      0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE P-31

```
PRIME     What is your primary purpose at the libr

                                                         Valid      Cum
 Value Label                  Value  Frequency  Percent  Percent  Percent

Recreation                        1         31     29.2     29.2     29.2
Assignments                       2         11     10.4     10.4     39.6
Information                       3         29     27.4     27.4     67.0
Other                             5          3      2.8      2.8     69.8
                                  8         32     30.2     30.2    100.0
                                     -------  -------  -------
                              TOTAL        106    100.0    100.0

Valid Cases      106      Missing Cases      0
```

TABLE P-32

```
BOOKS     Do you look for books?

                                                          Valid      Cum
  Value Label                Value  Frequency  Percent  Percent  Percent

Yes                              1         64     60.4     60.4     60.4
No                               2         10      9.4      9.4     69.8
Not Asked                        8         32     30.2     30.2    100.0
                                    -------  -------  -------
                             TOTAL        106    100.0    100.0

Valid Cases      106      Missing Cases      0
```

- -

TABLE P-33

```
MAGS      Do you look for magazines and newspapers

                                                          Valid      Cum
  Value Label                Value  Frequency  Percent  Percent  Percent

Yes                              1         18     17.0     17.0     17.0
No                               2         56     52.8     52.8     69.8
Not Asked                        8         32     30.2     30.2    100.0
                                    -------  -------  -------
                             TOTAL        106    100.0    100.0

Valid Cases      106      Missing Cases      0
```

- -

TABLE P-34

```
VIDEO     Do you look for videos?

                                                          Valid      Cum
  Value Label                Value  Frequency  Percent  Percent  Percent

Yes                              1         20     18.9     18.9     18.9
No                               2         54     50.9     50.9     69.8
Not Asked                        8         32     30.2     30.2    100.0
                                    -------  -------  -------
                             TOTAL        106    100.0    100.0

Valid Cases      106      Missing Cases      0
```

- -

TABLE P-35

```
AUDIO     Do you look for audio cassettes or recor

                                                          Valid      Cum
  Value Label                Value  Frequency  Percent  Percent  Percent

Yes                              1          7      6.6      6.6      6.6
No                               2         67     63.2     63.2     69.8
Not Asked                        8         32     30.2     30.2    100.0
                                    -------  -------  -------
                             TOTAL        106    100.0    100.0

Valid Cases      106      Missing Cases      0
```

TABLE P-36

COMPACT Do you look for CDs?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	5	4.7	4.7	4.7
No	2	69	65.1	65.1	69.8
Not Asked	8	32	30.2	30.2	100.0
	TOTAL	106	100.0	100.0	

Valid Cases 106 Missing Cases 0

TABLE P-37

SOFTWARE Do you look for computer software?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	5	4.7	4.7	4.7
No	2	69	65.1	65.1	69.8
Not Asked	8	32	30.2	30.2	100.0
	TOTAL	106	100.0	100.0	

Valid Cases 106 Missing Cases 0

TABLE P-38

OTHERFOR Do you look for other materials?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	5	4.7	4.7	4.7
No	2	69	65.1	65.1	69.8
Not Asked	8	32	30.2	30.2	100.0
	TOTAL	106	100.0	100.0	

Valid Cases 106 Missing Cases 0

TABLE P-39

```
SPEAKERS  Are you interested in speakers and progr

                                                        Valid     Cum
  Value Label              Value  Frequency  Percent  Percent  Percent

Yes                            1         43     40.6     41.0     41.0
No                             2         30     28.3     28.6     69.5
Not Asked                      8         32     30.2     30.5    100.0
Missing Data                   9          1       .9  MISSING
                                    -------  -------  -------
                           TOTAL        106    100.0    100.0

Valid Cases     105      Missing Cases     1
```

- -

TABLE P-40

```
LONGEV    Would you use lib more if open longer ev

                                                        Valid     Cum
  Value Label              Value  Frequency  Percent  Percent  Percent

Yes                            1          5      4.7      4.7      4.7
No                             2         28     26.4     26.4     31.1
Not Asked                      8         73     68.9     68.9    100.0
                                    -------  -------  -------
                           TOTAL        106    100.0    100.0

Valid Cases     106      Missing Cases     0
```

- -

TABLE P-41

```
SUNAFT    Would you use lib more if open Sunday af

                                                        Valid     Cum
  Value Label              Value  Frequency  Percent  Percent  Percent

Yes                            1          4      3.8      3.8      3.8
No                             2         29     27.4     27.4     31.1
Not Asked                      8         73     68.9     68.9    100.0
                                    -------  -------  -------
                           TOTAL        106    100.0    100.0

Valid Cases     106      Missing Cases     0
```

TABLE P-42

```
AWNEWS    Are you aware of lib through the newspap

                                                         Valid     Cum
  Value Label               Value  Frequency  Percent  Percent  Percent

Yes                             1         14     13.2     13.2     13.2
No                              2         19     17.9     17.9     31.1
Not Asked                       8         73     68.9     68.9    100.0
                                     -------  -------  -------
                            TOTAL        106    100.0    100.0

Valid Cases      106      Missing Cases      0
```

TABLE P-43

```
AWRADTV   Are you aware of lib through radio or TV

                                                         Valid     Cum
  Value Label               Value  Frequency  Percent  Percent  Percent

Yes                             1          2      1.9      1.9      1.9
No                              2         31     29.2     29.2     31.1
Not Asked                       8         73     68.9     68.9    100.0
                                     -------  -------  -------
                            TOTAL        106    100.0    100.0

Valid Cases      106      Missing Cases      0
```

TABLE P-44

```
AWFRND    Are you aware of lib through friends/rel

                                                         Valid     Cum
  Value Label               Value  Frequency  Percent  Percent  Percent

Yes                             1         10      9.4      9.4      9.4
No                              2         23     21.7     21.7     31.1
Not Asked                       8         73     68.9     68.9    100.0
                                     -------  -------  -------
                            TOTAL        106    100.0    100.0

Valid Cases      106      Missing Cases      0
```

TABLE P-45

```
AWFLY     Are you aware of lib through flyers?

                                                         Valid     Cum
  Value Label               Value  Frequency  Percent  Percent  Percent

Yes                             1          2      1.9      1.9      1.9
No                              2         31     29.2     29.2     31.1
Not Asked                       8         73     68.9     68.9    100.0
                                     -------  -------  -------
                            TOTAL        106    100.0    100.0

Valid Cases      106      Missing Cases      0
```

TABLE P-46

```
AWOTHER   Are you aware of lib through other means

                                                        Valid     Cum
 Value Label                Value  Frequency  Percent  Percent  Percent

Yes                             1          4      3.8      3.8      3.8
No                              2         29     27.4     27.4     31.1
Not Asked                       8         73     68.9     68.9    100.0
                                    -------  -------  -------
                            TOTAL        106    100.0    100.0

Valid Cases      106       Missing Cases      0
```

- -

TABLE P-47

```
NONSPEAK  Would you be interested in speakers, etc

                                                        Valid     Cum
 Value Label                Value  Frequency  Percent  Percent  Percent

Yes                             1         10      9.4      9.4      9.4
No                              2         23     21.7     21.7     31.1
Not Asked                       8         73     68.9     68.9    100.0
                                    -------  -------  -------
                            TOTAL        106    100.0    100.0

Valid Cases      106       Missing Cases      0
```

- -

TABLE P-48

```
BROCHURE  Would you like a brochure on the library

                                                        Valid     Cum
 Value Label                Value  Frequency  Percent  Percent  Percent

Yes                             1         12     11.3     11.3     11.3
No                              2         21     19.8     19.8     31.1
Not Asked                       8         73     68.9     68.9    100.0
                                    -------  -------  -------
                            TOTAL        106    100.0    100.0

Valid Cases      106       Missing Cases      0
```

St. Martin

TABLE SM-1

```
COUNTY

                                                    Valid     Cum
 Value Label            Value  Frequency  Percent  Percent  Percent

Jackson                     1         19    100.0    100.0    100.0
                                 -------  -------  -------
                        TOTAL         19    100.0    100.0

Valid Cases       19     Missing Cases      0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE SM-2

```
AGE

                                                    Valid     Cum
 Value Label            Value  Frequency  Percent  Percent  Percent

19-24                       1          1      5.3      5.3      5.3
25-35                       2          5     26.3     26.3     31.6
36-50                       3          6     31.6     31.6     63.2
51-64                       4          5     26.3     26.3     89.5
65+                         5          2     10.5     10.5    100.0
                                 -------  -------  -------
                        TOTAL         19    100.0    100.0

Valid Cases       19     Missing Cases      0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE SM-3

```
YRSCTY    Years lived in County

                                                    Valid     Cum
 Value Label            Value  Frequency  Percent  Percent  Percent

Less than 5                 1          2     10.5     10.5     10.5
5-10                        2          1      5.3      5.3     15.8
11-25                       3         10     52.6     52.6     68.4
Over 25                     4          6     31.6     31.6    100.0
                                 -------  -------  -------
                        TOTAL         19    100.0    100.0

Valid Cases       19     Missing Cases      0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE SM-4

```
RACE

                                                    Valid     Cum
 Value Label            Value  Frequency  Percent  Percent  Percent

White                       1         17     89.5     89.5     89.5
Black                       2          2     10.5     10.5    100.0
                                 -------  -------  -------
                        TOTAL         19    100.0    100.0
Valid Cases       19     Missing Cases      0
```

TABLE SM-5

```
SEX

                                                      Valid     Cum
  Value Label                 Value  Frequency  Percent  Percent  Percent

Male                              1         11     57.9     57.9     57.9
Female                            2          8     42.1     42.1    100.0
                                      -------  -------  -------
                              TOTAL         19    100.0    100.0

Valid Cases       19      Missing Cases      0
```

- -

TABLE SM-6

```
HOMEBND   Unable to use library because homebound?

                                                      Valid     Cum
  Value Label                 Value  Frequency  Percent  Percent  Percent

Yes                               1          2     10.5     10.5     10.5
No                                2         17     89.5     89.5    100.0
                                      -------  -------  -------
                              TOTAL         19    100.0    100.0

Valid Cases       19      Missing Cases      0
```

- -

TABLE SM-7

```
CLASSES   Currently taking educational classes?

                                                      Valid     Cum
  Value Label                 Value  Frequency  Percent  Percent  Percent

Yes                               1          2     10.5     10.5     10.5
No                                2         17     89.5     89.5    100.0
                                      -------  -------  -------
                              TOTAL         19    100.0    100.0

Valid Cases       19      Missing Cases      0
```

- -

TABLE SM-8

```
COLCOR    Taking college courses?

                                                      Valid     Cum
  Value Label                 Value  Frequency  Percent  Percent  Percent

Yes                               1          1      5.3      5.3      5.3
No                                2          1      5.3      5.3     10.5
Not Asked                         8         17     89.5     89.5    100.0
                                      -------  -------  -------
                              TOTAL         19    100.0    100.0

Valid Cases       19      Missing Cases      0
```

TABLE SM-9

```
JOBCOR    Taking job related courses?

                                                     Valid     Cum
  Value Label            Value  Frequency  Percent  Percent  Percent

No                           2          2     10.5     10.5     10.5
Not Asked                    8         17     89.5     89.5    100.0
                                  -------  -------  -------
                         TOTAL         19    100.0    100.0

Valid Cases      19     Missing Cases     0
```

- -

TABLE SM-10

```
PHYSCOR   Taking physical fitness courses?

                                                     Valid     Cum
  Value Label            Value  Frequency  Percent  Percent  Percent

No                           2          2     10.5     10.5     10.5
Not Asked                    8         17     89.5     89.5    100.0
                                  -------  -------  -------
                         TOTAL         19    100.0    100.0

Valid Cases      19     Missing Cases     0
```

- -

TABLE SM-11

```
SELFED    Taking self education courses?

                                                     Valid     Cum
  Value Label            Value  Frequency  Percent  Percent  Percent

No                           2          2     10.5     10.5     10.5
Not Asked                    8         17     89.5     89.5    100.0
                                  -------  -------  -------
                         TOTAL         19    100.0    100.0

Valid Cases      19     Missing Cases     0
```

- -

TABLE SM-12

```
HOBBY     Taking hobby courses?

                                                     Valid     Cum
  Value Label            Value  Frequency  Percent  Percent  Percent

Yes                          1          1      5.3      5.3      5.3
No                           2          1      5.3      5.3     10.5
Not Asked                    8         17     89.5     89.5    100.0
                                  -------  -------  -------
                         TOTAL         19    100.0    100.0

Valid Cases      19     Missing Cases     0
```

TABLE SM-13

OTHERCOR Taking other courses?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No	2	2	10.5	10.5	10.5
Not Asked	8	17	89.5	89.5	100.0
	TOTAL	19	100.0	100.0	

Valid Cases 19 Missing Cases 0

TABLE SM-14

VCR Do you own a VCR?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	15	78.9	83.3	83.3
No	2	3	15.8	16.7	100.0
Missing Data	9	1	5.3	MISSING	
	TOTAL	19	100.0	100.0	

Valid Cases 18 Missing Cases 1

TABLE SM-15

CD Do you own a CD player?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	5	26.3	27.8	27.8
No	2	13	68.4	72.2	100.0
Missing Data	9	1	5.3	MISSING	
	TOTAL	19	100.0	100.0	

Valid Cases 18 Missing Cases 1

TABLE SM-16

PC Do you own a personal computer?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	5	26.3	27.8	27.8
No	2	13	68.4	72.2	100.0
Missing Data	9	1	5.3	MISSING	
	TOTAL	19	100.0	100.0	

Valid Cases 18 Missing Cases 1

TABLE SM-17

```
AC        Do you own an audio cassette player?

                                                        Valid     Cum
  Value Label                 Value  Frequency  Percent  Percent  Percent

Yes                               1         11     57.9     61.1     61.1
No                                2          7     36.8     38.9    100.0
Missing Data                      9          1      5.3  MISSING
                                       -------  -------  -------
                              TOTAL         19    100.0    100.0

Valid Cases       18      Missing Cases      1
```

- -

TABLE SM-18

```
CLOSELIB  Which library is closest to you?

                                                        Valid     Cum
  Value Label                 Value  Frequency  Percent  Percent  Percent

St Martin                         7         19    100.0    100.0    100.0
                                       -------  -------  -------
                              TOTAL         19    100.0    100.0

Valid Cases       19      Missing Cases      0
```

- -

TABLE SM-19

```
LIBUSER   Are you a library user?

                                                        Valid     Cum
  Value Label                 Value  Frequency  Percent  Percent  Percent

Yes                               1         10     52.6     52.6     52.6
No                                2          9     47.4     47.4    100.0
                                       -------  -------  -------
                              TOTAL         19    100.0    100.0

Valid Cases       19      Missing Cases      0
```

- -

TABLE SM-20

```
WHICHLIB  Which library do you use?

                                                        Valid     Cum
  Value Label                 Value  Frequency  Percent  Percent  Percent

Ocean Spg                         5          1      5.3      5.3      5.3
St Martin                         7          4     21.1     21.1     26.3
Other                             9          5     26.3     26.3     52.6
Not Asked                        10          9     47.4     47.4    100.0
                                       -------  -------  -------
                              TOTAL         19    100.0    100.0

Valid Cases       19      Missing Cases      0
```

TABLE SM-21

LIBCARD Do you have a library card?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	8	42.1	42.1	42.1
No	2	2	10.5	10.5	52.6
Not Asked	8	9	47.4	47.4	100.0
	TOTAL	19	100.0	100.0	

Valid Cases 19 Missing Cases 0

TABLE SM-22

SUNDAY Would you use library more if open Sunda

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	5	26.3	26.3	26.3
No	2	5	26.3	26.3	52.6
Not Asked	8	9	47.4	47.4	100.0
	TOTAL	19	100.0	100.0	

Valid Cases 19 Missing Cases 0

TABLE SM-23

POSTER Do you get info about library from poste

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	1	5.3	5.3	5.3
No	2	9	47.4	47.4	52.6
Not Asked	8	9	47.4	47.4	100.0
	TOTAL	19	100.0	100.0	

Valid Cases 19 Missing Cases 0

TABLE SM-24

BULLBD Do you get info from bulletin boards in

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	2	10.5	10.5	10.5
No	2	8	42.1	42.1	52.6
Not Asked	8	9	47.4	47.4	100.0
	TOTAL	19	100.0	100.0	

Valid Cases 19 Missing Cases 0

TABLE SM-25

FLYER Do you get info from flyers?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	2	10.5	10.5	10.5
No	2	8	42.1	42.1	52.6
Not Asked	8	9	47.4	47.4	100.0
	TOTAL	19	100.0	100.0	

Valid Cases 19 Missing Cases 0

TABLE SM-26

NEWSP Do you get info from newspapers?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	1	5.3	5.3	5.3
No	2	9	47.4	47.4	52.6
Not Asked	8	9	47.4	47.4	100.0
	TOTAL	19	100.0	100.0	

Valid Cases 19 Missing Cases 0

TABLE SM-27

RADIO Do you get info from radio or TV?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No	2	10	52.6	52.6	52.6
Not Asked	8	9	47.4	47.4	100.0
	TOTAL	19	100.0	100.0	

Valid Cases 19 Missing Cases 0

TABLE SM-28

FRIENDS Do you get info from friends/relatives?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	3	15.8	15.8	15.8
No	2	7	36.8	36.8	52.6
Not Asked	8	9	47.4	47.4	100.0
	TOTAL	19	100.0	100.0	

Valid Cases 19 Missing Cases 0

TABLE SM-29

LIBSTAFF Do you get info from library staff?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	1	5.3	5.3	5.3
No	2	9	47.4	47.4	52.6
Not Asked	8	9	47.4	47.4	100.0
	TOTAL	19	100.0	100.0	

Valid Cases 19 Missing Cases 0

TABLE SM-30

OTHERIN Do you get info from other sources?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	2	10.5	10.5	10.5
No	2	8	42.1	42.1	52.6
Not Asked	8	9	47.4	47.4	100.0
	TOTAL	19	100.0	100.0	

Valid Cases 19 Missing Cases 0

TABLE SM-31

PRIME What is your primary purpose at the libr

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Recreation	1	5	26.3	26.3	26.3
Assignments	2	3	15.8	15.8	42.1
Information	3	1	5.3	5.3	47.4
Other	5	1	5.3	5.3	52.6
	8	9	47.4	47.4	100.0
	TOTAL	19	100.0	100.0	

Valid Cases 19 Missing Cases 0

TABLE SM-32

BOOKS Do you look for books?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	9	47.4	47.4	47.4
No	2	1	5.3	5.3	52.6
Not Asked	8	9	47.4	47.4	100.0
	TOTAL	19	100.0	100.0	

Valid Cases 19 Missing Cases 0

- -

TABLE SM-33

MAGS Do you look for magazines and newspapers

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	1	5.3	5.3	5.3
No	2	9	47.4	47.4	52.6
Not Asked	8	9	47.4	47.4	100.0
	TOTAL	19	100.0	100.0	

Valid Cases 19 Missing Cases 0

- -

TABLE SM-34

VIDEO Do you look for videos?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	2	10.5	10.5	10.5
No	2	8	42.1	42.1	52.6
Not Asked	8	9	47.4	47.4	100.0
	TOTAL	19	100.0	100.0	

Valid Cases 19 Missing Cases 0

- -

TABLE SM-35

AUDIO Do you look for audio cassettes or recor

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No	2	10	52.6	52.6	52.6
Not Asked	8	9	47.4	47.4	100.0
	TOTAL	19	100.0	100.0	

Valid Cases 19 Missing Cases 0

TABLE SM-36

```
COMPACT   Do you look for CDs?

                                               Valid     Cum
  Value Label           Value Frequency Percent Percent Percent

No                          2       10     52.6    52.6    52.6
Not Asked                   8        9     47.4    47.4   100.0
                                  -------  ------- -------
                        TOTAL       19    100.0   100.0

Valid Cases      19      Missing Cases      0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE SM-37

```
SOFTWARE  Do you look for computer software?

                                               Valid     Cum
  Value Label           Value Frequency Percent Percent Percent

No                          2       10     52.6    52.6    52.6
Not Asked                   8        9     47.4    47.4   100.0
                                  -------  ------- -------
                        TOTAL       19    100.0   100.0

Valid Cases      19      Missing Cases      0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE SM-38

```
OTHERFOR  Do you look for other materials?

                                               Valid     Cum
  Value Label           Value Frequency Percent Percent Percent

Yes                         1        1      5.3     5.3     5.3
No                          2        9     47.4    47.4    52.6
Not Asked                   8        9     47.4    47.4   100.0
                                  -------  ------- -------
                        TOTAL       19    100.0   100.0

Valid Cases      19      Missing Cases      0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE SM-39

```
SPEAKERS  Are you interested in speakers and progr

                                               Valid     Cum
  Value Label           Value Frequency Percent Percent Percent

Yes                         1        5     26.3    27.8    27.8
No                          2        4     21.1    22.2    50.0
Not Asked                   8        9     47.4    50.0   100.0
Missing Data                9        1      5.3 MISSING
                                  -------  ------- -------
                        TOTAL       19    100.0   100.0

Valid Cases      18      Missing Cases      1
```

TABLE SM-40

```
LONGEV    Would you use lib more if open longer ev

                                                        Valid     Cum
 Value Label                 Value  Frequency  Percent  Percent  Percent

Yes                              1          1      5.3      5.3      5.3
No                               2          8     42.1     42.1     47.4
Not Asked                        8         10     52.6     52.6    100.0
                                     -------  -------  -------
                             TOTAL         19    100.0    100.0

Valid Cases      19      Missing Cases      0
```

TABLE SM-41

```
SUNAFT    Would you use lib more if open Sunday af

                                                        Valid     Cum
 Value Label                 Value  Frequency  Percent  Percent  Percent

Yes                              1          1      5.3      5.3      5.3
No                               2          8     42.1     42.1     47.4
Not Asked                        8         10     52.6     52.6    100.0
                                     -------  -------  -------
                             TOTAL         19    100.0    100.0

Valid Cases      19      Missing Cases      0
```

TABLE SM-42

```
AWNEWS    Are you aware of lib through the newspap

                                                        Valid     Cum
 Value Label                 Value  Frequency  Percent  Percent  Percent

Yes                              1          1      5.3      5.3      5.3
No                               2          8     42.1     42.1     47.4
Not Asked                        8         10     52.6     52.6    100.0
                                     -------  -------  -------
                             TOTAL         19    100.0    100.0

Valid Cases      19      Missing Cases      0
```

TABLE SM-43

```
AWRADTV   Are you aware of lib through radio or TV

                                                        Valid     Cum
 Value Label                 Value  Frequency  Percent  Percent  Percent

No                               2          9     47.4     47.4     47.4
Not Asked                        8         10     52.6     52.6    100.0
                                     -------  -------  -------
                             TOTAL         19    100.0    100.0

Valid Cases      19      Missing Cases      0
```

TABLE SM-44

AWFRND Are you aware of lib through friends/rel

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	1	5.3	5.3	5.3
No	2	8	42.1	42.1	47.4
Not Asked	8	10	52.6	52.6	100.0
	TOTAL	19	100.0	100.0	

Valid Cases 19 Missing Cases 0

TABLE SM-45

AWFLY Are you aware of lib through flyers?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No	2	9	47.4	47.4	47.4
Not Asked	8	10	52.6	52.6	100.0
	TOTAL	19	100.0	100.0	

Valid Cases 19 Missing Cases 0

TABLE SM-46

AWOTHER Are you aware of lib through other means

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	1	5.3	5.3	5.3
No	2	8	42.1	42.1	47.4
Not Asked	8	10	52.6	52.6	100.0
	TOTAL	19	100.0	100.0	

Valid Cases 19 Missing Cases 0

TABLE SM-47

NONSPEAK Would you be interested in speakers, etc

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	5	26.3	26.3	26.3
No	2	4	21.1	21.1	47.4
Not Asked	8	10	52.6	52.6	100.0
	TOTAL	19	100.0	100.0	

Valid Cases 19 Missing Cases 0

TABLE SM-48

BROCHURE Would you like a brochure on the library

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	8	42.1	42.1	42.1
No	2	1	5.3	5.3	47.4
Not Asked	8	10	52.6	52.6	100.0
	TOTAL	19	100.0	100.0	

Valid Cases 19 Missing Cases 0

Vancleave

TABLE VC-1

```
COUNTY

                                                          Valid     Cum
 Value Label                Value  Frequency  Percent  Percent  Percent

Jackson                         1         22    100.0    100.0    100.0
                                    -------  -------  -------
                            TOTAL         22    100.0    100.0

Valid Cases      22      Missing Cases      0
```

- -

TABLE VC-2

```
AGE

                                                          Valid     Cum
 Value Label                Value  Frequency  Percent  Percent  Percent

19-24                           1          1      4.5      4.5      4.5
25-35                           2          7     31.8     31.8     36.4
36-50                           3          5     22.7     22.7     59.1
51-64                           4          4     18.2     18.2     77.3
65+                             5          5     22.7     22.7    100.0
                                    -------  -------  -------
                            TOTAL         22    100.0    100.0

Valid Cases      22      Missing Cases      0
```

- -

TABLE VC-3

```
YRSCTY    Years lived in County

                                                          Valid     Cum
 Value Label                Value  Frequency  Percent  Percent  Percent

Less than 5                     1          2      9.1      9.1      9.1
5-10                            2          2      9.1      9.1     18.2
11-25                           3          8     36.4     36.4     54.5
Over 25                         4         10     45.5     45.5    100.0
                                    -------  -------  -------
                            TOTAL         22    100.0    100.0

Valid Cases      22      Missing Cases      0
```

- -

TABLE VC-4

```
RACE

                                                          Valid     Cum
 Value Label                Value  Frequency  Percent  Percent  Percent

White                           1         20     90.9     90.9     90.9
Black                           2          2      9.1      9.1    100.0
                                    -------  -------  -------
                            TOTAL         22    100.0    100.0

Valid Cases      22      Missing Cases      0
```

TABLE VC-5

```
SEX

                                                          Valid     Cum
  Value Label                 Value  Frequency  Percent  Percent  Percent

Male                              1          7     31.8     31.8     31.8
Female                            2         15     68.2     68.2    100.0
                                      -------  -------  -------
                              TOTAL         22    100.0    100.0

Valid Cases       22      Missing Cases       0
```

- -

TABLE VC-6

```
HOMEBND   Unable to use library because homebound?

                                                          Valid     Cum
  Value Label                 Value  Frequency  Percent  Percent  Percent

No                                2         22    100.0    100.0    100.0
                                      -------  -------  -------
                              TOTAL         22    100.0    100.0

Valid Cases       22      Missing Cases       0
```

- -

TABLE VC-7

```
CLASSES   Currently taking educational classes?

                                                          Valid     Cum
  Value Label                 Value  Frequency  Percent  Percent  Percent

Yes                               1          2      9.1      9.1      9.1
No                                2         20     90.9     90.9    100.0
                                      -------  -------  -------
                              TOTAL         22    100.0    100.0

Valid Cases       22      Missing Cases       0
```

- -

TABLE VC-8

```
COLCOR    Taking college courses?

                                                          Valid     Cum
  Value Label                 Value  Frequency  Percent  Percent  Percent

No                                2          2      9.1      9.1      9.1
Not Asked                         8         20     90.9     90.9    100.0
                                      -------  -------  -------
                              TOTAL         22    100.0    100.0

Valid Cases       22      Missing Cases       0
```

TABLE VC-9

```
JOBCOR    Taking job related courses?

                                                     Valid     Cum
  Value Label              Value  Frequency  Percent  Percent  Percent

No                             2          2      9.1      9.1      9.1
Not Asked                      8         20     90.9     90.9    100.0
                                   -------  -------  -------
                           TOTAL         22    100.0    100.0

Valid Cases      22      Missing Cases      0
```

- -

TABLE VC-10

```
PHYSCOR   Taking physical fitness courses?

                                                     Valid     Cum
  Value Label              Value  Frequency  Percent  Percent  Percent

No                             2          2      9.1      9.1      9.1
Not Asked                      8         20     90.9     90.9    100.0
                                   -------  -------  -------
                           TOTAL         22    100.0    100.0

Valid Cases      22      Missing Cases      0
```

- -

TABLE VC-11

```
SELFED    Taking self education courses?

                                                     Valid     Cum
  Value Label              Value  Frequency  Percent  Percent  Percent

Yes                            1          1      4.5      4.5      4.5
No                             2          1      4.5      4.5      9.1
Not Asked                      8         20     90.9     90.9    100.0
                                   -------  -------  -------
                           TOTAL         22    100.0    100.0

Valid Cases      22      Missing Cases      0
```

- -

TABLE VC-12

```
HOBBY     Taking hobby courses?

                                                     Valid     Cum
  Value Label              Value  Frequency  Percent  Percent  Percent

Yes                            1          1      4.5      4.5      4.5
No                             2          1      4.5      4.5      9.1
Not Asked                      8         20     90.9     90.9    100.0
                                   -------  -------  -------
                           TOTAL         22    100.0    100.0

Valid Cases      22      Missing Cases      0
```

TABLE VC-13

```
OTHERCOR  Taking other courses?

                                                        Valid     Cum
  Value Label               Value  Frequency  Percent  Percent  Percent

No                              2         2      9.1      9.1      9.1
Not Asked                       8        20     90.9     90.9    100.0
                                    -------  -------  -------
                            TOTAL        22    100.0    100.0

Valid Cases       22      Missing Cases       0
```

- -

TABLE VC-14

```
VCR       Do you own a VCR?

                                                        Valid     Cum
  Value Label               Value  Frequency  Percent  Percent  Percent

Yes                             1        14     63.6     63.6     63.6
No                              2         8     36.4     36.4    100.0
                                    -------  -------  -------
                            TOTAL        22    100.0    100.0

Valid Cases       22      Missing Cases       0
```

- -

TABLE VC-15

```
CD        Do you own a CD player?

                                                        Valid     Cum
  Value Label               Value  Frequency  Percent  Percent  Percent

Yes                             1         1      4.5      4.5      4.5
No                              2        21     95.5     95.5    100.0
                                    -------  -------  -------
                            TOTAL        22    100.0    100.0

Valid Cases       22      Missing Cases       0
```

- -

TABLE VC-16

```
PC        Do you own a personal computer?

                                                        Valid     Cum
  Value Label               Value  Frequency  Percent  Percent  Percent

Yes                             1         4     18.2     18.2     18.2
No                              2        18     81.8     81.8    100.0
                                    -------  -------  -------
                            TOTAL        22    100.0    100.0

Valid Cases       22      Missing Cases       0
```

TABLE VC-17

AC Do you own an audio cassette player?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	7	31.8	31.8	31.8
No	2	15	68.2	68.2	100.0
	TOTAL	22	100.0	100.0	

Valid Cases 22 Missing Cases 0

- -

TABLE VC-18

CLOSELIB Which library is closest to you?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Vancleave	8	22	100.0	100.0	100.0
	TOTAL	22	100.0	100.0	

Valid Cases 22 Missing Cases 0

- -

TABLE VC-19

LIBUSER Are you a library user?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	14	63.6	63.6	63.6
No	2	8	36.4	36.4	100.0
	TOTAL	22	100.0	100.0	

Valid Cases 22 Missing Cases 0

- -

TABLE VC-20

WHICHLIB Which library do you use?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Pascagoula	6	3	13.6	13.6	13.6
Vancleave	8	10	45.5	45.5	59.1
Other	9	1	4.5	4.5	63.6
Not Asked	10	8	36.4	36.4	100.0
	TOTAL	22	100.0	100.0	

Valid Cases 22 Missing Cases 0

TABLE VC-21

LIBCARD Do you have a library card?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	11	50.0	50.0	50.0
No	2	3	13.6	13.6	63.6
Not Asked	8	8	36.4	36.4	100.0
	TOTAL	22	100.0	100.0	

Valid Cases 22 Missing Cases 0

- -

TABLE VC-22

SUNDAY Would you use library more if open Sunda

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	7	31.8	33.3	33.3
No	2	6	27.3	28.6	61.9
Not Asked	8	8	36.4	38.1	100.0
Missing Data	9	1	4.5	MISSING	
	TOTAL	22	100.0	100.0	

Valid Cases 21 Missing Cases 1

- -

TABLE VC-23

POSTER Do you get info about library from poste

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	2	9.1	9.1	9.1
No	2	12	54.5	54.5	63.6
Not Asked	8	8	36.4	36.4	100.0
	TOTAL	22	100.0	100.0	

Valid Cases 22 Missing Cases 0

TABLE VC-24

BULLBD Do you get info from bulletin boards in

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	2	9.1	9.1	9.1
No	2	12	54.5	54.5	63.6
Not Asked	8	8	36.4	36.4	100.0
	TOTAL	22	100.0	100.0	

Valid Cases 22 Missing Cases 0

- -

TABLE VC-25

FLYER Do you get info from flyers?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	2	9.1	9.1	9.1
No	2	12	54.5	54.5	63.6
Not Asked	8	8	36.4	36.4	100.0
	TOTAL	22	100.0	100.0	

Valid Cases 22 Missing Cases 0

- -

TABLE VC-26

NEWSP Do you get info from newspapers?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	6	27.3	27.3	27.3
No	2	8	36.4	36.4	63.6
Not Asked	8	8	36.4	36.4	100.0
	TOTAL	22	100.0	100.0	

Valid Cases 22 Missing Cases 0

- -

TABLE VC-27

RADIO Do you get info from radio or TV?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	3	13.6	13.6	13.6
No	2	11	50.0	50.0	63.6
Not Asked	8	8	36.4	36.4	100.0
	TOTAL	22	100.0	100.0	

Valid Cases 22 Missing Cases 0

TABLE VC-28

```
FRIENDS   Do you get info from friends/relatives?

                                                     Valid     Cum
  Value Label              Value  Frequency  Percent  Percent  Percent

Yes                            1          1      4.5      4.5      4.5
No                             2         13     59.1     59.1     63.6
Not Asked                      8          8     36.4     36.4    100.0
                                    -------  -------  -------
                           TOTAL         22    100.0    100.0

Valid Cases      22      Missing Cases      0
```

- -

TABLE VC-29

```
LIBSTAFF  Do you get info from library staff?

                                                     Valid     Cum
  Value Label              Value  Frequency  Percent  Percent  Percent

No                             2         14     63.6     63.6     63.6
Not Asked                      8          8     36.4     36.4    100.0
                                    -------  -------  -------
                           TOTAL         22    100.0    100.0

Valid Cases      22      Missing Cases      0
```

- -

TABLE VC-30

```
OTHERIN   Do you get info from other sources?

                                                     Valid     Cum
  Value Label              Value  Frequency  Percent  Percent  Percent

No                             2         14     63.6     63.6     63.6
Not Asked                      8          8     36.4     36.4    100.0
                                    -------  -------  -------
                           TOTAL         22    100.0    100.0

Valid Cases      22      Missing Cases      0
```

TABLE VC-31

```
PRIME     What is your primary purpose at the libr

                                                          Valid     Cum
  Value Label              Value  Frequency  Percent   Percent  Percent

Recreation                     1          5     22.7      22.7     22.7
Assignments                    2          2      9.1       9.1     31.8
Information                    3          5     22.7      22.7     54.5
Programs                       4          1      4.5       4.5     59.1
Other                          5          1      4.5       4.5     63.6
                               8          8     36.4      36.4    100.0
                                    -------  -------   -------
                           TOTAL         22    100.0     100.0

Valid Cases      22      Missing Cases      0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE VC-32

```
BOOKS     Do you look for books?

                                                          Valid     Cum
  Value Label              Value  Frequency  Percent   Percent  Percent

Yes                            1         13     59.1      59.1     59.1
No                             2          1      4.5       4.5     63.6
Not Asked                      8          8     36.4      36.4    100.0
                                    -------  -------   -------
                           TOTAL         22    100.0     100.0

Valid Cases      22      Missing Cases      0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE VC-33

```
MAGS      Do vou look for magazines and newspapers

                                                          Valid     Cum
  Value Label              Value  Frequency  Percent   Percent  Percent

Yes                            1          1      4.5       4.5      4.5
No                             2         13     59.1      59.1     63.6
Not Asked                      8          8     36.4      36.4    100.0
                                    -------  -------   -------
                           TOTAL         22    100.0     100.0

Valid Cases      22      Missing Cases      0
```

TABLE VC-34

```
VIDEO     Do you look for videos?

                                                         Valid     Cum
  Value Label                  Value  Frequency  Percent  Percent  Percent

Yes                                1          1      4.5      4.5      4.5
No                                 2         13     59.1     59.1     63.6
Not Asked                          8          8     36.4     36.4    100.0
                                        -------  -------  -------
                               TOTAL         22    100.0    100.0

Valid Cases      22      Missing Cases      0
```

- -

TABLE VC-35

```
AUDIO     Do you look for audio cassettes or recor

                                                         Valid     Cum
  Value Label                  Value  Frequency  Percent  Percent  Percent

No                                 2         14     63.6     63.6     63.6
Not Asked                          8          8     36.4     36.4    100.0
                                        -------  -------  -------
                               TOTAL         22    100.0    100.0

Valid Cases      22      Missing Cases      0
```

- -

TABLE VC-36

```
COMPACT   Do you look for CDs?

                                                         Valid     Cum
  Value Label                  Value  Frequency  Percent  Percent  Percent

No                                 2         14     63.6     63.6     63.6
Not Asked                          8          8     36.4     36.4    100.0
                                        -------  -------  -------
                               TOTAL         22    100.0    100.0

Valid Cases      22      Missing Cases      0
```

- -

TABLE VC-37

```
SOFTWARE  Do you look for computer software?

                                                         Valid     Cum
  Value Label                  Value  Frequency  Percent  Percent  Percent

No                                 2         14     63.6     63.6     63.6
Not Asked                          8          8     36.4     36.4    100.0
                                        -------  -------  -------
                               TOTAL         22    100.0    100.0

Valid Cases      22      Missing Cases      0
```

TABLE VC-38

OTHERFOR Do you look for other materials?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No	2	14	63.6	63.6	63.6
Not Asked	8	8	36.4	36.4	100.0
	TOTAL	22	100.0	100.0	

Valid Cases 22 Missing Cases 0

- -

TABLE VC-39

SPEAKERS Are you interested in speakers and progr

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	4	18.2	18.2	18.2
No	2	10	45.5	45.5	63.6
Not Asked	8	8	36.4	36.4	100.0
	TOTAL	22	100.0	100.0	

Valid Cases 22 Missing Cases 0

- -

TABLE VC-40

LONGEV Would you use lib more if open longer ev

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	1	4.5	4.5	4.5
No	2	7	31.8	31.8	36.4
Not Asked	8	14	63.6	63.6	100.0
	TOTAL	22	100.0	100.0	

Valid Cases 22 Missing Cases 0

- -

TABLE VC-41

SUNAFT Would you use lib more if open Sunday af

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	2	9.1	9.1	9.1
No	2	6	27.3	27.3	36.4
Not Asked	8	14	63.6	63.6	100.0
	TOTAL	22	100.0	100.0	

Valid Cases 22 Missing Cases 0

TABLE VC-42

```
AWNEWS    Are you aware of lib through the newspap

                                                      Valid     Cum
 Value Label              Value  Frequency  Percent  Percent  Percent

Yes                           1          2      9.1      9.1      9.1
No                            2          6     27.3     27.3     36.4
Not Asked                     8         14     63.6     63.6    100.0
                                  -------  -------  -------
                          TOTAL         22    100.0    100.0

Valid Cases      22      Missing Cases     0
```

- -

TABLE VC-43

```
AWRADTV   Are you aware of lib through radio or TV

                                                      Valid     Cum
 Value Label              Value  Frequency  Percent  Percent  Percent

Yes                           1          1      4.5      4.5      4.5
No                            2          7     31.8     31.8     36.4
Not Asked                     8         14     63.6     63.6    100.0
                                  -------  -------  -------
                          TOTAL         22    100.0    100.0

Valid Cases      22      Missing Cases     0
```

- -

TABLE VC-44

```
AWFRND    Are you aware of lib through friends/rel

                                                      Valid     Cum
 Value Label              Value  Frequency  Percent  Percent  Percent

Yes                           1          3     13.6     13.6     13.6
No                            2          5     22.7     22.7     36.4
Not Asked                     8         14     63.6     63.6    100.0
                                  -------  -------  -------
                          TOTAL         22    100.0    100.0

Valid Cases      22      Missing Cases     0
```

- -

TABLE VC-45

```
AWFLY     Are you aware of lib through flyers?

                                                      Valid     Cum
 Value Label              Value  Frequency  Percent  Percent  Percent

Yes                           1          2      9.1      9.1      9.1
No                            2          6     27.3     27.3     36.4
Not Asked                     8         14     63.6     63.6    100.0
                                  -------  -------  -------
                          TOTAL         22    100.0    100.0

Valid Cases      22      Missing Cases     0
```

TABLE VC-46

AWOTHER Are you aware of lib through other means

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	1	4.5	4.5	4.5
No	2	7	31.8	31.8	36.4
Not Asked	8	14	63.6	63.6	100.0
	TOTAL	22	100.0	100.0	

Valid Cases 22 Missing Cases 0

- -

TABLE VC-47

NONSPEAK Would you be interested in speakers, etc

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	3	13.6	13.6	13.6
No	2	5	22.7	22.7	36.4
Not Asked	8	14	63.6	63.6	100.0
	TOTAL	22	100.0	100.0	

Valid Cases 22 Missing Cases 0

- -

TABLE VC-48

BROCHURE Would you like a brochure on the library

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	4	18.2	18.2	18.2
No	2	4	18.2	18.2	36.4
Not Asked	8	14	63.6	63.6	100.0
	TOTAL	22	100.0	100.0	

Valid Cases 22 Missing Cases 0

George County/Lucedale

TABLE L-1

```
COUNTY

                                                       Valid     Cum
 Value Label              Value  Frequency  Percent  Percent  Percent

Jackson                       1          1      2.1      2.1      2.1
George                        2         46     97.9     97.9    100.0
                                   -------  -------  -------
                          TOTAL         47    100.0    100.0

Valid Cases      47      Missing Cases      0
```

- -

TABLE L-2

```
AGE

                                                       Valid     Cum
 Value Label              Value  Frequency  Percent  Percent  Percent

19-24                         1          4      8.5      8.5      8.5
25-35                         2         11     23.4     23.4     31.9
36-50                         3         12     25.5     25.5     57.4
51-64                         4         12     25.5     25.5     83.0
65+                           5          8     17.0     17.0    100.0
                                   -------  -------  -------
                          TOTAL         47    100.0    100.0

Valid Cases      47      Missing Cases      0
```

- -

TABLE L-3

```
YRSCTY    Years lived in County

                                                       Valid     Cum
 Value Label              Value  Frequency  Percent  Percent  Percent

Less than 5                   1          1      2.1      2.1      2.1
5-10                          2          6     12.8     12.8     14.9
11-25                         3         13     27.7     27.7     42.6
Over 25                       4         27     57.4     57.4    100.0
                                   -------  -------  -------
                          TOTAL         47    100.0    100.0

Valid Cases      47      Missing Cases      0
```

TABLE L-4

RACE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
White	1	42	89.4	89.4	89.4
Black	2	5	10.6	10.6	100.0
	TOTAL	47	100.0	100.0	

Valid Cases 47 Missing Cases 0

- -

TABLE L-5

SEX

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Male	1	19	40.4	40.4	40.4
Female	2	28	59.6	59.6	100.0
	TOTAL	47	100.0	100.0	

Valid Cases 47 Missing Cases 0

- -

TABLE L-6

HOMEBND Unable to use library because homebound?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	3	6.4	6.4	6.4
No	2	44	93.6	93.6	100.0
	TOTAL	47	100.0	100.0	

Valid Cases 47 Missing Cases 0

- -

TABLE L-7

CLASSES Currently taking educational classes?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	7	14.9	14.9	14.9
No	2	40	85.1	85.1	100.0
	TOTAL	47	100.0	100.0	

Valid Cases 47 Missing Cases 0

TABLE L-8

COLCOR Taking college courses?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	3	6.4	6.4	6.4
No	2	4	8.5	8.5	14.9
Not Asked	8	40	85.1	85.1	100.0
	TOTAL	47	100.0	100.0	

Valid Cases 47 Missing Cases 0

TABLE L-9

JOBCOR Taking job related courses?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	3	6.4	6.4	6.4
No	2	4	8.5	8.5	14.9
Not Asked	8	40	85.1	85.1	100.0
	TOTAL	47	100.0	100.0	

Valid Cases 47 Missing Cases 0

TABLE L-10

PHYSCOR Taking physical fitness courses?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No	2	7	14.9	14.9	14.9
Not Asked	8	40	85.1	85.1	100.0
	TOTAL	47	100.0	100.0	

Valid Cases 47 Missing Cases 0

TABLE L-11

SELFED Taking self education courses?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No	2	7	14.9	14.9	14.9
Not Asked	8	40	85.1	85.1	100.0
	TOTAL	47	100.0	100.0	

Valid Cases 47 Missing Cases 0

TABLE L-12

```
HOBBY     Taking hobby courses?

                                                     Valid     Cum
  Value Label               Value  Frequency  Percent  Percent  Percent

Yes                             1          1      2.1      2.1      2.1
No                              2          6     12.8     12.8     14.9
Not Asked                       8         40     85.1     85.1    100.0
                                     -------  -------  -------
                            TOTAL         47    100.0    100.0

Valid Cases      47      Missing Cases      0
```

- -

TABLE L-13

```
OTHERCOR  Taking other courses?

                                                     Valid     Cum
  Value Label               Value  Frequency  Percent  Percent  Percent

No                              2          7     14.9     14.9     14.9
Not Asked                       8         40     85.1     85.1    100.0
                                     -------  -------  -------
                            TOTAL         47    100.0    100.0

Valid Cases      47      Missing Cases      0
```

- -

TABLE L-14

```
VCR       Do you own a VCR?

                                                     Valid     Cum
  Value Label               Value  Frequency  Percent  Percent  Percent

Yes                             1         33     70.2     70.2     70.2
No                              2         14     29.8     29.8    100.0
                                     -------  -------  -------
                            TOTAL         47    100.0    100.0

Valid Cases      47      Missing Cases      0
```

- -

TABLE L-15

```
CD        Do you own a CD player?

                                                     Valid     Cum
  Value Label               Value  Frequency  Percent  Percent  Percent

Yes                             1          8     17.0     17.0     17.0
No                              2         39     83.0     83.0    100.0
                                     -------  -------  -------
                            TOTAL         47    100.0    100.0

Valid Cases      47      Missing Cases      0
```

TABLE L-16

```
PC        Do you own a personal computer?

                                                     Valid     Cum
  Value Label             Value  Frequency  Percent  Percent  Percent

Yes                           1        12     25.5     25.5     25.5
No                            2        35     74.5     74.5    100.0
                                   -------  -------  -------
                              TOTAL    47    100.0    100.0

Valid Cases      47      Missing Cases      0
```

- -

TABLE L-17

```
AC        Do you own an audio cassette player?

                                                     Valid     Cum
  Value Label             Value  Frequency  Percent  Percent  Percent

Yes                           1        20     42.6     42.6     42.6
No                            2        27     57.4     57.4    100.0
                                   -------  -------  -------
                              TOTAL    47    100.0    100.0

Valid Cases      47      Missing Cases      0
```

- -

TABLE L-18

```
CLOSELIB  Which library is closest to you?

                                                     Valid     Cum
  Value Label             Value  Frequency  Percent  Percent  Percent

Lucedale                      3        47    100.0    100.0    100.0
                                   -------  -------  -------
                              TOTAL    47    100.0    100.0

Valid Cases      47      Missing Cases      0
```

- -

TABLE L-19

```
LIBUSER   Are you a library user?

                                                     Valid     Cum
  Value Label             Value  Frequency  Percent  Percent  Percent

Yes                           1        28     59.6     59.6     59.6
No                            2        19     40.4     40.4    100.0
                                   -------  -------  -------
                              TOTAL    47    100.0    100.0

Valid Cases      47      Missing Cases      0
```

TABLE L-20

```
WHICHLIB  Which library do you use?

                                                  Valid     Cum
  Value Label            Value  Frequency  Percent  Percent  Percent

Lucedale                     3        25     53.2     53.2     53.2
Pascagoula                   6         1      2.1      2.1     55.3
Other                        9         2      4.3      4.3     59.6
Not Asked                   10        19     40.4     40.4    100.0
                                 -------  -------  -------
                         TOTAL        47    100.0    100.0

Valid Cases      47      Missing Cases      0
```

- -

TABLE L-21

```
LIBCARD   Do you have a library card?

                                                  Valid     Cum
  Value Label            Value  Frequency  Percent  Percent  Percent

Yes                          1        23     48.9     48.9     48.9
No                           2         5     10.6     10.6     59.6
Not Asked                    8        19     40.4     40.4    100.0
                                 -------  -------  -------
                         TOTAL        47    100.0    100.0

Valid Cases      47      Missing Cases      0
```

- -

TABLE L-22

```
SUNDAY    Would you use library more if open Sunda

                                                  Valid     Cum
  Value Label            Value  Frequency  Percent  Percent  Percent

Yes                          1         8     17.0     17.0     17.0
No                           2        20     42.6     42.6     59.6
Not Asked                    8        19     40.4     40.4    100.0
                                 -------  -------  -------
                         TOTAL        47    100.0    100.0

Valid Cases      47      Missing Cases      0
```

TABLE L-23

```
POSTER    Do you get info about library from poste

                                                        Valid     Cum
  Value Label                Value  Frequency  Percent  Percent  Percent

Yes                              1          7     14.9     14.9     14.9
No                               2         21     44.7     44.7     59.6
Not Asked                        8         19     40.4     40.4    100.0
                                     -------  -------  -------
                             TOTAL         47    100.0    100.0

Valid Cases       47      Missing Cases      0
```

- -

TABLE L-24

```
BULLBD    Do you get info from bulletin boards in

                                                        Valid     Cum
  Value Label                Value  Frequency  Percent  Percent  Percent

Yes                              1          3      6.4      6.4      6.4
No                               2         25     53.2     53.2     59.6
Not Asked                        8         19     40.4     40.4    100.0
                                     -------  -------  -------
                             TOTAL         47    100.0    100.0

Valid Cases       47      Missing Cases      0
```

- -

TABLE L-25

```
FLYER     Do you get info from flyers?

                                                        Valid     Cum
  Value Label                Value  Frequency  Percent  Percent  Percent

Yes                              1          1      2.1      2.1      2.1
No                               2         27     57.4     57.4     59.6
Not Asked                        8         19     40.4     40.4    100.0
                                     -------  -------  -------
                             TOTAL         47    100.0    100.0

Valid Cases       47      Missing Cases      0
```

- -

TABLE L-26

```
NEWSP     Do you get info from newspapers?

                                                        Valid     Cum
  Value Label                Value  Frequency  Percent  Percent  Percent

Yes                              1         13     27.7     27.7     27.7
No                               2         15     31.9     31.9     59.6
Not Asked                        8         19     40.4     40.4    100.0
                                     -------  -------  -------
                             TOTAL         47    100.0    100.0

Valid Cases       47      Missing Cases      0
```

TABLE L-27

RADIO Do you get info from radio or TV?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	3	6.4	6.4	6.4
No	2	25	53.2	53.2	59.6
Not Asked	8	19	40.4	40.4	100.0
	TOTAL	47	100.0	100.0	

Valid Cases 47 Missing Cases 0

- -

TABLE L-28

FRIENDS Do you get info from friends/relatives?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	2	4.3	4.3	4.3
No	2	26	55.3	55.3	59.6
Not Asked	8	19	40.4	40.4	100.0
	TOTAL	47	100.0	100.0	

Valid Cases 47 Missing Cases 0

- -

TABLE L-29

LIBSTAFF Do you get info from library staff?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No	2	28	59.6	59.6	59.6
Not Asked	8	19	40.4	40.4	100.0
	TOTAL	47	100.0	100.0	

Valid Cases 47 Missing Cases 0

- -

TABLE L-30

OTHERIN Do you get info from other sources?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	4	8.5	8.5	8.5
No	2	24	51.1	51.1	59.6
Not Asked	8	19	40.4	40.4	100.0
	TOTAL	47	100.0	100.0	

Valid Cases 47 Missing Cases 0

TABLE L-31

```
PRIME     What is your primary purpose at the libr

                                                     Valid     Cum
  Value Label            Value  Frequency  Percent  Percent  Percent

Recreation                   1         10     21.3     21.3     21.3
Assignments                  2          3      6.4      6.4     27.7
Information                  3          9     19.1     19.1     46.8
Other                        5          6     12.8     12.8     59.6
                             8         19     40.4     40.4    100.0
                                  -------  -------  -------
                         TOTAL         47    100.0    100.0

Valid Cases      47      Missing Cases      0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE L-32

```
BOOKS     Do you look for books?

                                                     Valid     Cum
  Value Label            Value  Frequency  Percent  Percent  Percent

Yes                          1         23     48.9     48.9     48.9
No                           2          5     10.6     10.6     59.6
Not Asked                    8         19     40.4     40.4    100.0
                                  -------  -------  -------
                         TOTAL         47    100.0    100.0

Valid Cases      47      Missing Cases      0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
```

TABLE L-33

```
MAGS      Do you look for magazines and newspapers

                                                     Valid     Cum
  Value Label            Value  Frequency  Percent  Percent  Percent

Yes                          1          8     17.0     17.0     17.0
No                           2         20     42.6     42.6     59.6
Not Asked                    8         19     40.4     40.4    100.0
                                  -------  -------  -------
                         TOTAL         47    100.0    100.0

Valid Cases      47      Missing Cases      0
```

TABLE L-34

VIDEO Do you look for videos?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	1	2.1	2.1	2.1
No	2	27	57.4	57.4	59.6
Not Asked	8	19	40.4	40.4	100.0
	TOTAL	47	100.0	100.0	

Valid Cases 47 Missing Cases 0

TABLE L-35

AUDIO Do you look for audio cassettes or recor

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	1	2.1	2.1	2.1
No	2	27	57.4	57.4	59.6
Not Asked	8	19	40.4	40.4	100.0
	TOTAL	47	100.0	100.0	

Valid Cases 47 Missing Cases 0

TABLE L-36

COMPACT Do you look for CDs?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No	2	28	59.6	59.6	59.6
Not Asked	8	19	40.4	40.4	100.0
	TOTAL	47	100.0	100.0	

Valid Cases 47 Missing Cases 0

TABLE L-37

SOFTWARE Do you look for computer software?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	1	2.1	2.1	2.1
No	2	27	57.4	57.4	59.6
Not Asked	8	19	40.4	40.4	100.0
	TOTAL	47	100.0	100.0	

Valid Cases 47 Missing Cases 0

TABLE L-38

OTHERFOR Do you look for other materials?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	2	4.3	4.3	4.3
No	2	26	55.3	55.3	59.6
Not Asked	8	19	40.4	40.4	100.0
	TOTAL	47	100.0	100.0	

Valid Cases 47 Missing Cases 0

- -

TABLE L-39

SPEAKERS Are you interested in speakers and progr

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	16	34.0	34.0	34.0
No	2	12	25.5	25.5	59.6
Not Asked	8	19	40.4	40.4	100.0
	TOTAL	47	100.0	100.0	

Valid Cases 47 Missing Cases 0

- -

TABLE L-40

LONGEV Would you use lib more if open longer ev

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	6	12.8	12.8	12.8
No	2	13	27.7	27.7	40.4
Not Asked	8	28	59.6	59.6	100.0
	TOTAL	47	100.0	100.0	

Valid Cases 47 Missing Cases 0

- -

TABLE L-41

SUNAFT Would you use lib more if open Sunday af

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	2	4.3	4.3	4.3
No	2	17	36.2	36.2	40.4
Not Asked	8	28	59.6	59.6	100.0
	TOTAL	47	100.0	100.0	

Valid Cases 47 Missing Cases 0

TABLE L-42

AWNEWS Are you aware of lib through the newspap

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	10	21.3	21.3	21.3
No	2	9	19.1	19.1	40.4
Not Asked	8	28	59.6	59.6	100.0
	TOTAL	47	100.0	100.0	

Valid Cases 47 Missing Cases 0

TABLE L-43

AWRADTV Are you aware of lib through radio or TV

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	3	6.4	6.4	6.4
No	2	16	34.0	34.0	40.4
Not Asked	8	28	59.6	59.6	100.0
	TOTAL	47	100.0	100.0	

Valid Cases 47 Missing Cases 0

TABLE L-44

AWFRND Are you aware of lib through friends/rel

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	4	8.5	8.5	8.5
No	2	15	31.9	31.9	40.4
Not Asked	8	28	59.6	59.6	100.0
	TOTAL	47	100.0	100.0	

Valid Cases 47 Missing Cases 0

TABLE L-45

AWFLY Are you aware of lib through flyers?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	1	2.1	2.1	2.1
No	2	18	38.3	38.3	40.4
Not Asked	8	28	59.6	59.6	100.0
	TOTAL	47	100.0	100.0	

Valid Cases 47 Missing Cases 0

TABLE L-46

AWOTHER Are you aware of lib through other means

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No	2	19	40.4	40.4	40.4
Not Asked	8	28	59.6	59.6	100.0
	TOTAL	47	100.0	100.0	

Valid Cases 47 Missing Cases 0

TABLE L-47

NONSPEAK Would you be interested in speakers, etc

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	7	14.9	14.9	14.9
No	2	12	25.5	25.5	40.4
Not Asked	8	28	59.6	59.6	100.0
	TOTAL	47	100.0	100.0	

Valid Cases 47 Missing Cases 0

TABLE L-48

BROCHURE Would you like a brochure on the library

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	10	21.3	21.3	21.3
No	2	9	19.1	19.1	40.4
Not Asked	8	28	59.6	59.6	100.0
	TOTAL	47	100.0	100.0	

Valid Cases 47 Missing Cases 0

JGRL System

Telephone Survey Instrument

JACKSON GEORGE REGIONAL LIBRARY SYSTEM
TELEPHONE SURVEY

Phone Number ________________________________

Hello, this is ________________________________at Marketing Research Institute. We do not sell anything. We simply conduct surveys for our clients. We are conducting a survey for the Jackson-George Regional Library System. We are conducting this survey to learn about Jackson-George County citizens viewpoints on library services and to learn what kinds of information you use in your daily life. We hope you will take a few minutes to help us.

1. Do you live in:
   - a) Jackson County?
   - b) George County?
   - (If neither STOP)

2. What is your age?
   - a) 19-24
   - b) 25-35
   - c) 36-50
   - d) 51-64
   - e) 65 and over
   - (If 18 or under STOP and attempt to contact an adult member)

3. How long have you lived in your county?
   - a) Less than 5 years
   - b) 5-10 years
   - c) 11-25 years
   - d) Over 25

4. What is your race?
   - a) White
   - b) Black
   - c) Other

4a. And, your sex is male or female?
   - a) Male
   - b) Female

Telephone Survey, Page 2

5. Is there anyone in your household who is unable to use the library because they are homebound?
   a) Yes
   b) No

6. Are you currently taking any educational classes, including any related to your work, hobbies, or personal interests?
   a) Yes
   b) No (SKIP TO 8)

7. Are the classes you are taking	What Classes?
a) College courses leading to a degree	____________
b) Job-related/non-degree courses	____________
c) Physical fitness	____________
d) Self education	____________
e) Hobbies	____________
f) Other	____________

8. Which of the following do you have in your home?
   a) VCR
   b) Compact disk player
   c) Personal computer
   d) Audio cassette player

9. What public library is closest to where you live?
   a) East Central
   b) Gautier
   c) Lucedale
   d) Mosspoint
   e) Ocean Springs
   f) Pascagoula
   g) St. Martin
   h) Vancleave
   i) Don't Know

10. Are you a library user?

   a) Yes (Continue with question 11)
   b) No (Skip to question 21)

11. Which public library do you use most often?
    a) East Central
    b) Gautier
    c) Lucedale
    d) Moss Point
    e) Ocean Springs
    f) Pascagoula
    g) St. Martin
    h) Vancleave
    i) Other (Specify)________________________

12. Do you have a library card?
    a) Yes
    b) No (If no...) Why not?___________________________

13. Would you use the library more often if it were open on Sunday afternoons?

    a) Yes
    b) No

14. How do you find out about library services and activities?
    a) Poster in library
    b) Bulletin board
    c) Flyer or pamphlet
    d) Newspaper
    e) Radio or television
    f) Friends/relatives
    g) Library staff
    h) Other____

15. What kind of information or materials do you need that you feel the library is not providing?

16. When you go the library what is your primary purpose? (Please choose one)
    a) Recreation, entertainment, leisure
    b) Class assignments
    c) Information
    d) Programs
    e) Other ____

Telephone Survey, page 4

17. What formats of materials are you most interested in finding at the library?
    a) Books
    b) Magazines and newspapers
    c) Videos
    d) Audio cassettes
    e) Compact disks
    f) Computer software
    g) Other____________________________________

18. Would you be interested in speakers, films or discussion groups at the public library?

    a) Yes
    b) No (Skip to 20)

19. On what subjects?

20. Do you have any other comments or recommendations about the library you would like to share with us?

END

Section II

C.

FIELD RESEARCH AT WAL-MART STORES

Adult Information Seeking

Introduction

The Jackson County Wal-Mart surveys are a direct follow up to the pilot survey accomplished in George County on December 29, 1990 (Planning Report #1). Wal-Mart locations in Ocean Springs, Pascagoula, and Gautier were added to the Lucedale survey. The ten questions also represent a survey concurrent to a larger telephone questionnaire designed by the consulting team. The greater number of questions on the telephone survey are possible because of the ability to query people on a more leisurely basis while they are at home.

As mentioned in Planning Report #1, the Wal-Mart stores are a good location to encounter a large cross-section of people from the neighboring community, including persons who may be unreachable by telephone. Planning Report #2 did utilize a slightly revised set of questions. The order of specific questions was changed to place like matters together and to better build toward some specific questions about the library. The likelihood that it created different responses because of this is very small. Indeed, the revision probably made it easier on the inquirers to deliver the survey to respondents, and may have reduced the time necessary to complete the interviews.

Respondents were very cooperative. Among all three sites, there were few reports of refusals. The interviewers were instructed to be sensitive to those obviously in a hurry, but the make up of citizens who were interviewed is quite varied, so that no "type" of respondent predominated. All in all, the survey was successful in terms of gaining the opinions and habits of a wide group of persons in the Jackson County area.

Finally, the narrative in Planning Report #2 tells of the results of the four sets of surveys; that is, including the group surveyed in George County. This larger number means greater reliability, although the numbers are appended for those interested in local results. Just as for the larger telephone survey, we would caution that smaller portions of any survey sacrifice validity, and should be examined for peripheral interest and not for explanation or causality of any single phenomenon. Also important is the fact that the analysis from Planning Report #1 should be considered part of the overall analysis. Rather than repeat the same analysis regarding use of media, participation in coursework (continuing education), and so forth, similar considerations should be made for the four site composite.

PLANNING REPORT # 2

Field Research at Wal-Mart Stores

Adult Information Seeking

Jackson County Locations

April 6, 1991

Results of the Survey

As in the preliminary report, we will examine the demographics of the respondents to test our intention and support our opinion of the acceptable cross-section of citizens visiting the Wal-Mart outlet. For more complete information see "Results by Location" appended to this report.

The interviewers reached 202 people. According to the County and City Data Book, and assuming that none of our respondents were from the same household, this sample is about four tenths of one percent of the households in the two county region.

Under 18	- 3	(1%)
18 - 25	- 36	(18%)
26 - 40	- 83	(41%)
41 - 60	- 54	(27%)
Over 60	- 27	(13%)

Ethnicity and gender were recorded as follows:

White respondents	169	(84%)
Black respondents	33	(16%)

Male respondents	93	(46%)
Female respondents	109	(54%)

Education, as for all social phenomena - including library usage (and potential usage) - is a crucial number to consider. The survey elicited information from persons with the following levels of schooling:

Average education (in years) 12.5

Range of education was from 3 to 20 years of schooling

This figure was weighted slightly by the residents of Jackson County, whose average level of education among the respondents was 12.9 years of schooling; whereas the respondents from George County averaged 11.4 years of school completed. Thirty two percent of the population in George County had not completed high school among our respondents, but 87 percent of the respondents in Jackson County had finished 12 years of education. All but 3 of those who had four years of college were from Jackson County. The urban and industrial bases in Jackson County account for slightly different social characteristics. They are mentioned here for the sake of acknowledgement.

Media Habits and Usage

Sixteen surveys in Jackson County were done incorreectly and did not provide this information. Nevertheless, we still gathered 186 responses that could be tabulated. We sought to determine the frequency of use of a newspaper, a (any) magazine, and a (any) book.

	NEWSPAPER	MAGAZINE	BOOK
Daily Use	115	35	47
Several Times Weekly	24	36	16
Weekly	29	42	19
Once a month	7	33	34
Rarely	4	25	50
Never	7	15	20

Almost everyone examines a newspaper, over 90% according to our Wal-Mart users. But magazine and book use is evenly distributed among various frequencies. Librarians need to see that fewer than half (44%) of the respondents read a book at least weekly.

Many people have access to new media technology. Among our four possibilities, we compiled the following results:

	YES	NO
Videocassette Recorder	158 (79%)	43 (21%)
Compact Disc Player	38 (19%)	163 (81%)
Personal Computer	38 (19%)	163 (81%)
Cable (or satellite) TV	137 (68%)	64 (32%)

Adult Education

Adult education in formal and informal settings is experienced by millions of Americans. Job training, literacy education, instruction for licensing and certification, test preparation, community education classes, continuing education, humanities programs, book clubs, and many more formats of learning are touching many lives. The library needs to know about this network and can play a role in facilitating, supporting, referring to, or conducting such classes.

So we asked about the frequency of this phenomenon, because it means people are seeking knowledge in their community. Forty five persons (22%) were involved in courses, classes, or workshops. Examples were freely given: four mentioned computer classes; three cited business education; two stated a GED goal; others were less precise, but included learning in nursing, medical assistance, accounting, German language, "planning workshop," welding, cab driving, arts/crafts, electronics technician, English language, typing, and "work."

Use and Identification of County Services

People take most government services for granted. In some cases, however, the services are acknowledged because they are necessary, or exceptional, or memorable for one reason or another. Adults think very practically about matters. They seek out services that solve a problem. Occasionally they learn where their taxes go.

Ninety-four persons (47%) responded affirmatively when asked if they "use" a county service. One hundred eight (53%) did not acknowledge a county service readily. Among the services named in these brief conversations, the most frequent was garbage disposal. Water and utilities recieved numerous responses, and the library was the most named service.

Library	-	19
Garbage	-	16
Water	-	13
Utilities	-	12
Parks/Rec.	-	9
Fishing	-	2
Recycling	-	2
Fire/Police	-	2

One each for:

Taxes

Schools

Gas

Transit

Sewer

Extension Services

Vocational School

Food Stamps

One respondent commented that County services were inadequate, especially those provided by the police.

Information Sources

The library fared well in the question of how people sought answers to questions. The total list is quite lengthy, actually making this question all the more enjoyable to review (it was enjoyable to hear the comments, as well).

Chatman has written lengthy articles showing that most people, especially poor people, acquire information from those close to them: family, friends, neighbors, local networks of conversation. We find it necessary to categorize these responses into "official," "unofficial," and "source material."

For example, the Library is considered an official designation. The Library ranked first, cited 63 times (32% of 200 valid responses). Other "official" sources included the following list:

Chamber of Commerce	- 8 (!)
City Agency (undesignated)	- 2
Tom Broadnax	- 2
Courthouse	- 2
Clerk of Court	- 2
Teacher/Instructor	- 3

One each of the following:

Police, Extension Agent, Lawyer, 411, Experts, Government Hotline, Better Business Bureau, Company (Employer?), and two more who said "at work," City Hall, Congressman's Office, MS Game and Fish Commission,

These responses are interesting in that they reveal a type of problem facing citizens in this (or any) region. A quick review might act as a checklist of information and referral librarians might have at ready.

The "unofficial" network of friends and family generates many responses: friends 12 times; mothers were listed 4 times; husbands 3 times; parents 3 times; five said "ask around" or "ask somebody"; and the following single responses - wife, aunt, mother-in-law, pastor, boss, sister, daughter, responsible person, neighbor, grandmother.

Source material used by people includes:

Phone - 16

Encyclopedia - 15

Dictionary - 6

Books at home - 6

Newspaper - 5

No needs - 3

Authority - 3

Yellow pages - 3

"Read" - 2

Magazine - 3

Research - 2

Myself - 2

And one each for "look it up," God, CNN, School, "call library for phone number," place concerned, government services, Fourteen said, "It depends," without further explanation. Seven did not know.

Knowledge of Library Location

Only four respondents were unaware of the local library. This represents fully 98% of the respondents. The whereabouts of the library is a mystery to very few persons.

When asked to name the library institution nearest them, respondents were again pretty precise. In frequency order:

Pascagoula	33
Gautier	33
(34 counting one person who said Katherine McIlwaine library)	
Ocean Springs	26
Moss Point	20
Jackson-George Regional Library	14
St. Martin	9
George County Library	7
East Central	5
Vancleave	4
Jackson County	2
Pascagoula Street	2
Junior College	2
Lucedale Public Library	2
Public Library	2
Jackson County City	1
Pascagoula Jackson George	1
Pascagoula City Library	1
Jackson George Ocean Springs	1

Downtown Library	1

and "Over There" plus "Block and a half away"

Frequency of Visit

The responses were spread out:

Daily	1
Several Times Weekly	6
Weekly	24
Monthly	57
Rarely	64
Never	18

Why didn't people use the library? We did a poor job of eliciting a response to this, passing too quickly over their knowledge of the library's location. That is, we took something for granted when they knew of the library's location; and even when the frequency of visit was out of synch with their knowledge of the library, we were slow to resolve some of this contradiction.

100	No comment
12	Not interested
5	Not a reader
5	No time, too busy
4	Usually buy my books
3	No need
3	No reason to visit
2	Not necessary
2	Use Stennis Space Center

one each: just don't go; card expired; no use; don't around, near it; retired, just fish; work 12 hour days.

also: - go to take children; use library typewriter; use Law Library.

Finally, people seem to know that the library provides information, but again we were unenthusiastic about this question, and we probably used it to pass out bookmarks and schedules. 132 said they were aware that the library provided information; 11 said they were unaware; 4 said some knowledge of this service seemed familiar; 1 said "not much."

Other comments came at the conclusion of the survey. One person said, "They are up-to-date." Another "reads alot"; another "calls all the time for information." Some suggestions included, "They need more computers; a learning lab." One sought information on making a will but was unable to find anything. "They need more Christian books," commented someone. Books by B. Thane and Gilbert Morris were requested by a respondent.

ANALYSIS OF RESULTS

RECOMMENDATIONS FOR CONSIDERATION

The demographic make-up of the respondents indicate the good cross-section we experienced in the first Wal-Mart survey in Lucedale. The age distribution, for example, is quite good. The response by gender is even. Ethnic make-up could have been a better distribution, but even these proportions are adequate. The cooperation of the Wal-Mart stores means that future surveys should consider these sites.

Questions 2, 4 and 5. CONTINUING EDUCATION, PUBLIC SERVICES, AND INFORMATION SOURCES

Lifelong learning has been one of the most utilized phrases of the 1990's. The President's **America 2000** education program, offices of literacy (as in Louisiana), and futurists of all kinds are adopting, writing about, and discussing lifelong learning. This is an incontrovertible trend of continuous adaptation to educational methodology, technology, communication, and employment. Ironically, this terminology has been a fundamental principle for librarians since the adult education movement took hold 70 years ago.

Although we found just 22% of those surveyed to have been involved in coursework or classes, our response to these needs must assume a greater impact on the population. Indeed, the practical nature of inquiries at libraries (including those documented in several of the JGRL user studies), reference questions, the search for answers among public agencies, and the changing economic arena in the region (and almost everywhere else) are not assumptions at all. We remain based in empirical evidence when we look at all the studies in this planning effort.

People are frequently wrong about where information may be found. Respondents indicate confidence in a variety of sources, sometimes a very creative variety. But we can tell from their identification of inappropriate sources and their uncertainty about others, that the library can be a better alternative. Adult education is really a combination of strategies and tasks that help build self sufficiency. And we know that in a rapidly changing world, few people are equipped for adaptation to, much less manipulation of, the new rules of existence. We understand that lifelong learning is what works best; and that the library is the only institution willing to support that strategy.

Questions 1 and 3. MASS MEDIA AND MEDIA TECHNOLOGY

Use of mass media was reported in the earlier report, and the expansion to the four Wal-Mart sites shows how the larger group responded. This is a comparison to Gallup surveys done in 1962 and 1988.

Daily Media Consumption

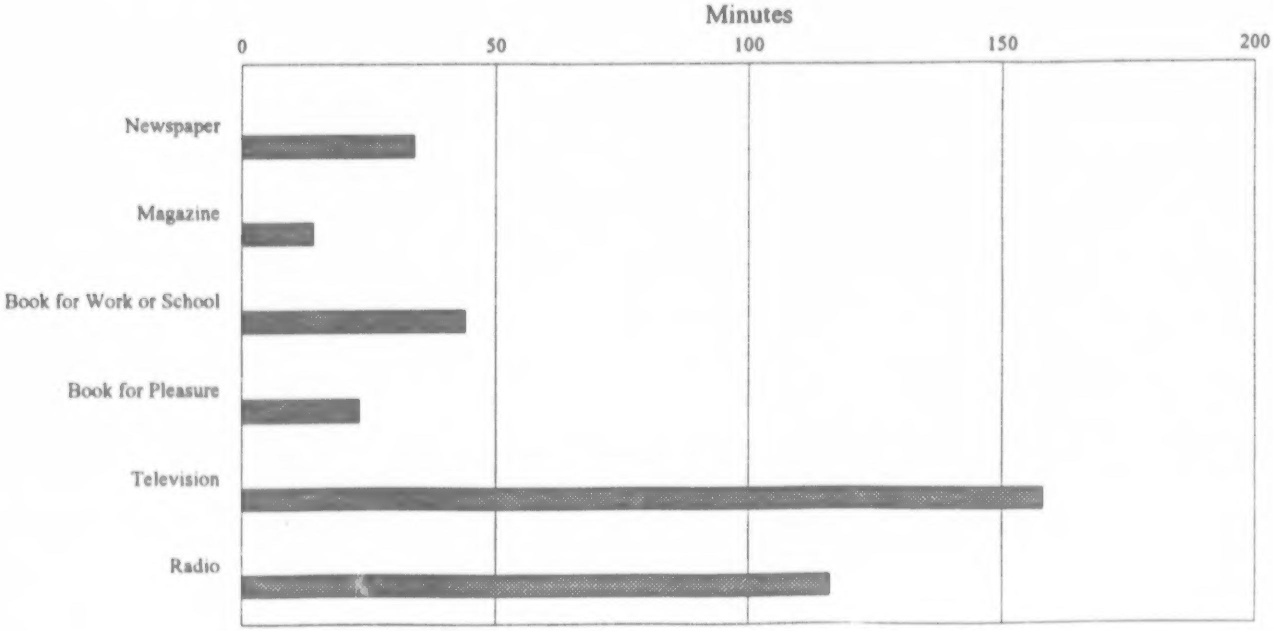
	Gallup 1962	Gallup 1988	Wal-Mart
Television	77%	91%	na
Newspaper	85%	78%	62%
Magazine	42%	52%	19%
Book	21%	37%	25%

Thirty-eight percent (70 of 186) of the surveyed population rarely or never reads a book. Book reading is different than information seeking; that is, a person may still use the library for purposes other than borrowing or even reading a book. This number reveals that our promotions need to focus on services rather than book lending. From a recent Library Management Newsletter synopsis of another Gallup Poll the table on the following page has been designed, appropos this discussion.

We commented on the proliferation of alternate (Cable and Satellite) television and video recorders in Planning Report #1. The composite survey changed the numbers very little. About one in five households has a compact disc player and/or a personal computer (19% in both instances). These technologies will surely become more widely used.

Among the closing questions about library use, we see high recognition of the Jackson-George Regional Libraries. There is no reason to be concerned about correctly naming the facilities. The high visibility, on the other hand, is a real indication of support. In Lucedale, we had to understand that most people are aware of the official institutions in the community; and there are fewer to remember and know about. But the continued high recognition in the wider results bodes well

Daily Reading, Viewing, and Listening Habits of the Average American



Source: Gary O. Rolstad, "Two Reports on Reading Habits," INSIGHTS 4 (January 1992):2.

for a system that may want to spread the word about services (goals) that will increase the number of users, or gain readership, and be more meaningful as a source of information and lifelong learning.

Results by Location:

Lucedale

Pascagoula

Gautier

Ocean Springs

Results by Location - Lucedale - 52 Surveys

Race - 7 Black
45 White

Gender - 27 Female
25 Male

Age - <18 - 1
18-25 - 12
26-40 - 18
41-60 - 14
>60 - 7

Education - average 11.4 years school
range from 3 years to PhD
32/52 HS Grads
3/52 College Grads

1.

Newspaper daily	25	Magazine Daily	15	Book Daily	17
sev.wkly	4	sev.wkly	4	sev.wkly	4
weekly	15	weekly	8	weekly	3
monthly	3	monthly	8	monthly	6
rarely	3	rarely	11	rarely	14
never	2	never	6	never	8

2. Courses/Classes - 6 Yes, 46 No
Master's Student, Community Ed., Community College, High School, Nursing Ed.

3. VCR - 41 Yes, 11 No
Compact Disc Player - 6 Yes, 46 No
Personal Computer - 7 Yes, 45 No
Cable (or satellite) TV - 19 Yes, 33 No

4. Question answered/Information Sources:
Library - 15
Friend - 7
Encyclopedia - 5
Authority - 3
No needs - 3
Don't Know - 3
Phone - 2

One Each for: depends; tradesman; parents; teacher; reference book; read; dictionary; somebody else; myself; husband; grandmother; magazine; family; sister; neighbors; newspaper; research library; government services.

5. Use County Services: 25 Yes, 27 No

6. Knowledge of library location: 49 Yes, 1 No, 2 said Mobile

7. Do you visit PL? 24 Yes, 16 No

Why Not? No time - 4; no use - 2; no reason - 2; no evenings -2; too busy; no need; out of way; for little ones; need different books; not a reader; just don't.

8. Knowledge of reference service at PL? Yes, 27, No, 13.

Frequency of visit:
daily - 1
sev.wkly - 1
weekly - 4
monthly - 10
rarely - 3
never - 2

Results by Location - Pascagoula - 52 surveys

note: the survey was renumbered (revised slightly)

Race		Gender		Age	
Race -	12 Black	Gender -	30 Female	Age - <18	- 1
	39 White		21 Male	18-25	- 14
	1 no designation		1 no designation	26-40	- 14
				41-60	- 13
				>60	- 9
				no designation	- 1

Education - average 12.5 years of school
range from 8 to 16 years schooling
41/51 HS grads (1 no designation)
3/51 Coolege Grads (1 no designation)

1. Nwsppr		Magazine		Book	
Daily	- 25	Daily	- 3	Daily	- 7
sev.wkly	- 5	sev.wkly	- 3	sev.wkly	- 4
weekly	- 2	weekly	- 14	weekly	- 3
monthly	- 1	monthly	- 5	monthly	- 8
rarely	- 0	rarely	- 8	rarely	- 8
never	- 1	never	- 1	never	- 4

[16 surveys did not have information for #1]

2. VCR - 38 Yes, 11 No
Compact Disc Player 10 Yes, 39 No
Personal Computer - 5 Yes, 44 No
Cable/Satellite TV 36 Yes, 13 No

3. Courses/Classes - 9 Yes, 42 No
College/USM; Jr. College (2); GED; Cobol class; Vo-Tech

4. Use County Services: 22 Yes, 28 No
utilities - 7
water,sewer - 6
library - 3
garbage - 3
one each for supervisor's office; vocational state rehab.; police/fire; schools; food stamps.

5. Question Answered/Information Sources
Library - 10
Depends - 10
Source/place concerned - 5
Encyclopedia - 5

Chamber of Commerce - 5
dictionary - 3
ask somebody - 3
friends - 2
parents - 2
read - 2
phone calls - 2

one each for: supervisor; courthouse; police; lawyer; company; responsible person; yellow pages; mother; mother-in-;aw; newspaper; government hotline; God; research; teacher; CNN; experts; 411; magazine; school; work things out myself; call library for phone number; Better Business Bureau; 2 no answer.

6. Knowledge of Library Location: 50 Yes, 0 No

7. Library Name:
Pascagoula - 22
Moss Point - 16
East Central- 5
JGRL - 4
Jackson County 4
Pascagoula Street 2
Gautier - 1
Junior College 1

8. Frequency of Visit:
daily - 0
sev.wkly - 2
weekly - 6
monthly - 10
rarely - 27
never - 5

9. Why Not? 31 no comment; not interested, 11; not a reader, 4; no reason, 3; no time, 3; buy books, magazines, 3; no need/not necessary, 2; don't get around (near) it; retired, just fish; just to bring children; work 12 hours; use library typewriter.

10. Knowledge of information service: 45 Yes, 3 No, 2 "some"

Results by Location - Gautier - 50 Surveys

Race - 12 Black
38 White

Gender - 26 Female
24 Male

Age - <18 - 1
18-25 - 5
26-40 - 26
41-60 - 13
>60 - 5

Education - average 13.2 years schooling
range from 9 to 18 years schooling
47/49 HS grads (1 not designated)
12/49 college grads (1 not designated)

1. Nwsppr Daily - 33
sev.wkly - 6
weekly - 7
monthly - 2
rarely - 1
never - 1

Magazine Daily - 7
sev.wkly - 12
weekly - 10
monthly - 12
rarely - 4
never - 5

Book Daily - 12
sev.wkly - 5
weekly - 6
monthly - 9
rarely - 15
never - 3

2. VCR - 38 Yes, 12 No
Compact Disc Player - 10 Yes, 40 No
Personal Computer - 10 Yes, 40 No
Cable/Satellite TV - 39 Yes, 11 No

3. Courses/Classes - 12 Yes, 37 No, 1 no response
3 computer; 2 scuba classes; German; cab driver; welding; arts/crafts; business (Philips JC); electronics technician; English; typing

4. Use County Services: 21 Yes, 29 No.
Library - 7
Utilities - 5
Garbage - 5
Water - 4
Parks
Gas

5. Question answered/Information Sources:
Library - 19
Phone - 7
Encyclopedia- 4
Don't Know - 4
Chamber of Commerce - 3
Books at home 3
Friend - 3
Mom - 2
Husband - 2
City Agency - 2
Newspaper - 2
Ask around - 2
one each: sister; daughter; magazine; yellow pages; research; county supervisor; at work; instructor; depends

6. Knowledge of library location: 49 Yes, 1 No

7. Name of Library
Gautier - 25
Pascagoula - 10
Moss Point - 4
Vancleave - 4
Ocean Springs - 2
don't know - 2
St. Martin - 1
Pascagoula Jackson George - 1

8. Frequency of visits to libraries

daily - 0
sev.wkly - 1
weekly - 11
monthly - 18
rarely - 15
never - 5

9. Why no visit?
no time/too busy; not a reader; just don't go; card expired; not interested; no use; no need; usually buy my books; use law library at Pascagoula

10. Knowledge of Information Service: 45 Yes, 5 No

Results by Location - Ocean Springs

Race - 2 Black
47 White
(1 survey no designation of race or gender)

Gender - 26 Female
23 Male

Age - <18 - 0
18-25 - 5
26-40 - 25
41-60 - 14
>60 - 6

Education - Average 12.9 years schooling
Range from 9 to 20 years schooling
43 Hs grads
5 College grads

1. Nwsppr Daily	32	Magazine Daily	10	Book Daily	11
sev.wkly	9	sev.wkly	17	sev.wkly	3
weekly	5	weekly	10	weekly	7
monthly	1	monthly	8	monthly	11
rarely	0	rarely	2	rarely	5
never	3	never	3	never	5

2. VCR - 41 Yes, 9 No
Compact Disc Player - 12 Yes, 38 No
Personal Computer - 16 Yes, 34 No
Cable/Satellite TV - 43 Yes, 7 No

3. Courses/Classes - 9 Yes, 41 No
GED; Jr. College/Philips; medical assistant; accounting; nursing; planning workshop; "work"

4. Use County Services - 26 Yes, 24 No
garbage - 8
recreation - 6
library - 3
water - 3
parks - 2
recycling - 2
fishing - 2
one each for taxes,; sewer; extension service; fire, police; transit.

5. Question answered/Information sources

Library - 19
phone - 4
dictionary - 2
Tom Broadnax - 2
clerk of court- 2

one each for encyclopedias; books at home; mom; wife - who uses library; aunt; city official; city hall; MS Game and Fish Commission; Congressman's Office; yellow pages; pastor; newspaper; business; boss; look it up wherever it is; depends; call person or place; courthouse; county extension agent; "don't ask officials in Ocean Springs"; public officials ("who don't answer anyway")

6. Knowledge of library location - 48 Yes, 2 No

7. Name of Library
Ocean Springs Library - 24
St. Martin Library - 8
Gautier Library - 7
Lemoine Boulevard (the new one) - 3
don't know (name) - 2
Jackson George Ocean Springs - 1
downtown - 1
Junior College - 1
Pascagoula Library - 1
Pascagoula City Library - 1
JGRL - 1
Moss Point - 1
Katherine McIlwain - 1

8. Frequency of visits:
Daily - 0
Several Weekly - 2
Weekly - 3
Monthly - 20
Rarely - 18
Never - 7
one no response

9. Why Not?
No time and no need, two each; then many one time responses, including: both work; too old; never do; don't know; not in school; had a stroke; kids reports only; library on the Base is good; "doesn't need, he's a welder"; don't like to read; buy what's needed; information purposes only; not what I'm used to; income tax and copy machine only.

10. Knowledge of information service: 42 Yes, 3 No, 2 Some
1 not much, 2 no response.

Wal-Mart Survey

Jackson George Regional Library
Library Consulting Project
Heim/Rolstad Field Survey

R1 R2 R3
S1 S2
A1 A2 A3 A4 A5
E ________

We are conducting a survey about how you get information and how you use county government services. The survey asks 10 questions and takes about 4 minutes to complete. We do not want your name.

1. How often do you look at a newspaper? a magazine? read a book?

_____ _____ _____ Daily
_____ _____ _____ Several times weekly
_____ _____ _____ Weekly
_____ _____ _____ Once a month
_____ _____ _____ Rarely
_____ _____ _____ Never

2. Do you own a VCR? a CD player? a personal computer? have cable TV?

YES	NO	
_____	_____	VCR
_____	_____	CD
_____	_____	PC
_____	_____	Cable

3. Are you taking any courses, classes, or workshops at the present time?

_____ YES, what kind or level, briefly

_____ NO

4. Do you use any county services? Which Ones?
YES _____ NO _____

5. When you have a question you need answered, or a bit of information you need to know, or want to learn about something, what might you do to find that information?

6. Do you know where the nearest public library is located?
YES _____ NO _____

7. What is the name of that library?

8. How often do you visit the library?
Daily ___ Several Times Weekly ___ Weekly ___
Monthly ___ Rarely ___ Never ___

9. If not, why not?

10. Did you know that the public library can answer questions and provide information?

PLANNING REPORT # 1

Field Research Pilot/Pretest

Adult Information Seeking

George County

December 29, 1990

Introduction

The problem of identifying the needs of all citizens requires that strategies be used to solicit background information from the population at large. Based upon suggestions of researchers such as Martin, D'Elia, Carpenter, and Gregory, the consultants decided that a preliminary field research component could set the tone for the planned telephone survey. This component would insure that citizens without telephone service be represented in data for analysis. A bibliography of materials on field research and information needs analysis is appended to this report.

The problem of field research -- especially in rural areas -- has been partially solved for researchers through the entrepreneurial savvy of the private sector. Wal-Mart department stores, for example, have been carefully located throughout the region of study (Jackson-George Counties) through market research and planning. Piggy-backing onto this commercially selected site provides surveyers with a broad base from which to draw a sample.

The consultants requested permission from management personnel at the Lucedale Wal-Mart to conduct a survey of George County residents. The Wal-Mart representative was completely cooperative since the venture was non-commercial and unaffiliated with private gain. A four hour time slot was selected and eight staff hours were devoted to soliciting information from at least 50 residents. Surveys were conducted at the rate of 5 - 7 per hour per surveyer. While the actual survey was designed for a four minute commitment of time on the part of the respondent, much information was volunteered and discussions concerning information behavior and needs were allowed to take place.

Survey Design and Field Research

Martin cautions researchers that library user "needs" "is a slippery concept to define," people being articulate on some matters and not so thoughtful on others. He suggests that researchers must suggest the kinds of "needs" that should be addressed, without projecting what the researcher already believes. So the researcher creates a "net of inquiry."

The survey was meant to be brief, objective, and able to provide some background that built toward specific questions about the local public library. Easy questions at the start help to show people that your survey is simple, non-threatening, and perhaps even interesting. People like to talk about their accomplishments, including the mundane routines in their daily lives.

We asked passers-by if they were residents of George County. If so, they were asked next if they could take a few minutes to assist with a survey on public services and information needs. We had no difficulties in accumulating respondents.

The design of our survey had several rationales. First, an in- person survey versus a telephone survey might reach persons without telephone service, or persons who are not easily reached by telephone. Libraries are not located in people's back yards, so using a site within the community might reach the "typical" citizen who is amidst a regular routine of errands, tasks, and visits. Our Saturday time may have also worked to the advantage of not being a hurried time during the week when people do not have time to answer a questionnaire. We were turned down on only a handful of occasions while 52 others were quite easy to recruit.

Secondly, we wanted to pre-test an instrument for later use. Our survey worked well, because it verified the representative nature of the sample, and it elicited information easily and quickly. The public offered additional comments that are helpful to us and to library staff. We made some minor revisions which will help in future surveys and in public relations with your community.

Results of the Survey

A copy of the survey (and its revised version for future use) is appended to this report. This section will review the results question by question, after an examination of the **demographics** of the respondents.

Fifty two person between the ages of 17 and 77 responded to the survey. According to the County and City Data Book, and assuming that none of our respondents were from the same household, our sample is about 1% of the households in the County (52 of 5300).

Under 18	-	1 (2%)
18 - 25	-	12 (23%)
26 - 40	-	18 (35%)
41 - 60	-	14 (27%)
over 60	-	7 (13%)

We were disappointed to discover that the **County and City Data Book** (1988 edition) did not have an age breakdown for George County; although the age categories are slightly different in that work, we can nevertheless see that the respondents represent a good cross-section of age groups.

White respondents	45	(87%)
Black respondents	7	(13%)
Male respondents	25	(48%)
Female respondents	27	(52%)
Average education (in years)	11.4	
High School graduates or GED	32	(62%)
College Graduates	3	(6%)

Ethnicity, gender and education representation are shown above, as these have been frequently mentioned as factors in public library use. Our reasons are for validity of sample and insurance of presenting a good cross-section of the community.

Two questions dealt with media usage and habits. Question number one sought frequency of use of a newspaper, magazine, and book. The results are:

	NEWSPAPER	MAGAZINE	BOOK
Daily Use	25	15	17
Several times weekly	4	4	4
Weekly	15	8	3
Once a month	3	8	6
Rarely	3	11	14
Never	2	6	8

Three respondents mentioned that the Bible was their main source of book use, among them one who replied it was the ONLY book he read.

Questions about availability of non-print media in their homes were asked:

	YES	NO
Videocassette Recorder	41 (79%)	11 (21%)
Compact Disc Player	6 (12%)	46 (88%)
Personal Computer	7 (13%)	45 (87%)
Cable (or satellite) TV	19 (37%)	33 (63%)

Persons were asked whether they were taking any kind of courses, classes, or workshops at the present time - 6, or 12 percent, responded YES; 46, or 88%, said NO. This question is a recognition of the growth of all kinds of education - community education, formal classes, continuing education, employment workshops, and so forth.

The survey asked whether the person had used any county services. This was added to see if persons consulted public authorities to gather information, and also served to test whether citizens identify the library with county services.

	YES	NO
Use county services	17 (33%)	35 (67%)

Six responded that the Library was the specific service they used.

Information behavior was sought from the presentation of a problem: "When you have a question you need answered, or a bit of information you need to know, or you want to learn about something, what might you do to find that information?"

Many answers came forth, but the Library was cited as the most frequent source of consultation.

Library	15 (29%)
Friend	7 (13%)
Encyclopedia	5 (10%)
No needs	3 (6%)
Don't know	3 (6%)
Authority	3 (6%)
Phone book	2 (4%)
Books	2 (4%)

Others at one each could be grouped as book-related - "read; reference books; dictionary; magazine; newspaper." Or as people sources - "Parents; teacher; people; tradesman; somebody else; husband; myself; grandmother; family; sister; neighbors." And one who said, "Government services." All at 2% each for a total of 34%; the numbers total more than 100% because a few persons gave multiple answers.

Did persons know where the nearest public library was located? Overwhelmingly, as 49 (94%) said YES (one said, "exactly twelve miles from my home"); while 2 (4%) said Mobile; and 1 (2%) said NO.

Did people visit the public library? 36 (69%) said YES, but 6 of those admitted it was rarely. Among the 16 who replied NO, several comments were added.

No time - 4 (8%)

No use - 2 (4%)

No evening. hrs - 2 (4%)

No reason to - 2 (4%)

And one each of comments like, "Too busy; no need; just don't; out of the way; not a reader; they need different books; it's for little ones."

The last question asked if persons knew that the public library could answer questions and provide information. 27 (52%) indicated YES, although two concluded, "I do now."

Analysis of Results

Recommendations for Consideration

Sometimes results of a survey seem to tell us what we already know; but actually the results are real, empirical data that happen to verify or contrast with our impressions. Librarians are researchers, and we cite sources when we provide answers and information. Therefore, hard data for our analyses are essential before we draw inferences, reach conclusions, and make decisions. For those who say we can always use statistics for whatever we want to say or do, we might remember that actual data are a necessity of science; and that use of a statistic is better than use of an impression. Librarians should know volumes, square feet, populations, age brackets, and other information about their libraries and their communities. If we all begin to talk numbers, percentages, and correlations a little more, we may well find new ways to reach and serve the public. Let this survey and others be examined as new raw data and as the possible bases for new ways to operate.

The question by question analysis of the field test is a discussion of connections: comparing responses to other questions on this survey; comparing these responses to those from other surveys and questionnaires; and comparing the answers to the information we had when we sought rationale for earlier decisions on library services, programs, and operations.

Question 1. MASS MEDIA

Use of media and its correlation to other activity has been studied before. The gallup organization conducted surveys in 1962 and again in 1988 that asked if persons watched TV, read a newspaper, read a magazine, or read a book "yesterday," i.e. within a short span of time previous to taking the survey. The critics of TV probably hoped to learn that reading has declined due to the one-eyed monster. But the data show that book-reading and magazine usage were greater in 1988. Although fewer people read a newspaper, the exposure to improved news coverage may well compensate for the difference of 7% (85% back in '62 vs. 78% today).

DAILY MEDIA CONSUMPTION

	Gallup 1962	Gallup 1988	Lucedale 1990
Television	77%	91%	na
Newspaper	85%	78%	48%
Magazine	42%	52%	29%
Book	21%	37%	33%

In our sample, 25 of the 52 respondents (48%) said they read a newspaper daily. Our rural environment accounts for less access and perhaps less "need" for daily news. The percentage is much less than the Gallup figure, which was a national survey. If we talked about what materials might attract users to the library (based on this sample), an array of daily newspapers needn't be a high priority.

Fifteen of 52, or 29%, read a magazine. This is less than the Gallup figures as well. But it also indicates a less than top priority item for residents of George County.

The book figure for respondents in George County is a strong one. Fully one third, or 33%, consume at least a portion of a book on a daily basis. A good book stock still seems to have rationale in our communities.

Question 3. MEDIA TECHNOLOGY

Skipping to question three (to place it next to the other media question), the availability of media "hardware" in the homes of George County residents was polled. Nothing peculiar or surprising was found from the sample, but the numbers may serve to illuminate or reinforce some opinions.

The 79% (41 of 52) who own VCRs shows the prevalence of this technology. Home movies are ideal entertainment for rural citizens. The public library has probably mulled the idea of providing videcassettes, coping with the decision to "compete" with the video stores, or to simply dive in and make this entertainment available. Educational video and children's tapes do not usually attract the concern of the stores, so this is always a non-threatening alternative. In any case, decision makers can rest assured that the great majority of their neighbors have video capability.

Cable or satellite TV was available in 37% of the homes represented. Much of George County is not wired for cable, but the number may be instructive. Some libraries, mostly in metropolitan areas, are using cable for public service announcements, guest appearances, or even regular shows and as points of origination. Since this media is available to 37% of the residents of George County, use of this medium for library exposure should be considered.

Compact disc technology has taken over commercial stores. There are "modern" music stores that no longer offer vinyl records. But the 12% of our sample indicates that compact discs would probably not have a great impact at this time, regardless of the unstoppable trend toward digital sound reproduction.

Similarly, the personal computer is not yet prevalent. But the 13% who do own one shows the interest, if not the buying power.

Question 2. CONTINUING EDUCATION

The average education among our respondents was 11.4 years, with 32 (61.5%) having a high school diploma or General Equivalency Degree. This figure is close to the 54.1% of those reported as having 12 years of education in the **County and City Data Book** for George County.

We put forth this question because of the great importance of adult education on adult services in public libraries. The **Community Profile** of the Goals and Objectives Committee indicates that there are some opportunities for formal education in various curricula. George County does not seem to be an active place for classes and workshops, and the survey found only 12% involved in some way. Thererfore an appropriate amount of effort can be allocated to support for the curricula that are offered.

Question 5. PUBLIC SERVICES

George County residents are probably like other citizenry in taking county and municipal services for granted. Nevertheless, the question does help us to recognize the awareness, abilities, and respect that people have for government agencies that can provide information. Of course, people also get help and answers that they do not consider to be information. But we think this can be an instructive piece of information. When our respondents offered the library in six cases

-- more than any other agency mentioned -- of the nineteen affirmative answers, they are telling us a little about the identity of the library.

Question 4. PROBLEM SOLVING

This is an enjoyable question to pose, because few people give a quick answer, EXCEPT those who understand what a library can do for them. Fifteen persons (29%) offered this answer without any prodding from the staff (who, of course, should NOT coax the respondent in any way). Other information researchers, such as Chapman, found friends and relatives to be a principle source of information, especially among poorer citizens. The library outranked even the combination of those people.

Also interesting are the specific sources offered by some. This question usually elicits a favorite book, such as the Bible, encyclopedia, dictionary, almanac, and so forth. This might not make for a scientific method of collection development, but it might merit consideration at some level.

Questions 6 and 7. LIBRARY AWARENESS

The Lucedale Library enjoys high visibility within George County. Almost all respondents knew of the location and elicited positive feelings about the institution. One of the researchers asked if the exact name of that institution could be offered. The nine (17%) who said Jackson-George (or George-Jackson) Regional Library might surprise some. Other honorable mentions included George County Library, THE Public Library (how can you not like that?), Lucedale Public Library, and just Public Library. One resident knew that the library was exactly 12 miles from her home.

A small community has the advantage of local memory and word of mouth -- the best kinds of advertisement. People could probably tell us the location of other institutions and services in Lucedale and nearby communities, but not all of those places would be spoken of in such an accepting manner as was the Lucedale Pulbic Library.

More than two-thirds (69%) of the respondents had visited the Library. Since there was no amplification for frequency, this includes some whose visits were rare, and perhaps related to things like use of the copy machine. But D'Elia mentions that access, friendliness, and good service (and copy machine availability IS a service) were as important as finding the precise answer or title.

Question 8. DID YOU KNOW . . .

Our final question was about a specific library offering. Slightly more than half (27 of 52, 52%) knew that information was available at the library, or by telephone through the library. The infrequent visitors (no precise figure is known here) plus those who answered affirmatively on this question probably totals somewhere near the 69% who visited the library on one occasion or another. This question proved to be an opener for a reminder, a reinforcer, or an introducer on behalf of the library. We recommend that surveyers be armed with some encouragement for all reposndents to visit the library, having some printed library PR at hand.

Wal-Mart Survey

FIELD SURVEY PILOT
Developed 12/26-28/ 1990
FIELD TEST 12/29/1990

Jackson George Regional Library
Library Consulting Project
Heim/Rolstad Field Survey

We are conducting a survey about how you get information and how you use county government services. The survey asks 9 questions and takes about 4 minutes to complete. We do not want your name.

1. How often do you look at a newspaper? a magazine? read a book?

_____	_____	_____	Daily
_____	_____	_____	Several times weekly
_____	_____	_____	Weekly
_____	_____	_____	Once a month
_____	_____	_____	Rarely
_____	_____	_____	Never

2. Are you taking any courses, classes, or workshops at the present time?

_____ YES, what kind or level, briefly

_____ NO

3. Do you own a VCR? a CD player? a personal computer? have cable TV?

YES	NO	
_____	_____	VCR
_____	_____	CD
_____	_____	PC
_____	_____	Cable

4. When you have a question you need answered, or a bit of information you need to know, or want to learn about something, what might you do to find that information?

5. Do you use any county services? Which Ones?

NO _____ YES _____, ...

6. Do you know where the nearest public library is located?

7. Do you visit the public library?

7a. If not, why not?

8. Did you know that the public library can answer questions and provide information?

Field Research and
Information Needs
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Section III

Role Setting and Planning

Section III

ROLE SETTING AND PLANNING

The heart of this project is a commitment to planning. In the series of planning documents issued on behalf of the Jackson-George Regional Library System by the Goals and Objectives Committee there is a sustained orientation to analysis for progress. In this first section of the report we review activities that have taken place to sustain a commitment to planning.

Broad-based involvement of the community, trustees, and library personnel in the overall planning process is crucial to its effectiveness. Stephens has shown in her study of two library systems in Alabama that sustained involvement led to satisfaction with the process.[1]

For this aspect of planning the consultants worked with three of the six objectives under the goal, "To secure understanding and support of the planning process and short-term and long-range plans."[2]

Increasing the Awareness of Staff and Trustees in the Planning Process

Many activities can be used to build support for the planning process. It is best to begin with low key public presentations followed by more challenging reading material. Wisely, the JGRL system planners have done both.

At the "Summer Splash" Trustee Conclave held July 24, 1990 McCook gave a general orientation to data gathering as it relates to the planning process and interacted with trustee leaders. She followed this presentation with informal site visits to all JGRL libraries to gain an understanding of the various environments and contexts for service.

The 4th Annual Staff Inservice Training Day held October 1, 1990 included McCook, Rolstad, and Taffae who gave brief presentations about the planning process overall, the user studies and data analysis.

At the Trustee Conclave held August 27, 1991, "The Time Is Upon Us," McCook discussed studies at Wal-Marts (intended, as the trustees have directed, to ensure input from residents without phones as well as a general cross-section of the population) and Rolstad discussed collection utilization as a typical output measure.

Through these three formal visits to the Jackson-George Regional Library System the level of awareness of staff and trustees about the process of planning was enhanced. Distribution of the Planning for Progress documents provided substantive expansion of the issues discussed, and placed in participants' hands a succinct but comprehensive outline of the articulation of mission, goals, and objectives.

In addition to these formal visits the consultants either separately or together visited all libraries and talked informally with staff about the meaning of planning.

These interactions set the stage for staff and trustee surveys as to the library roles, priorities and new directions. In the surveys discussed below library role perception was sought to lay the framework for thinking about service emphases. The "library role" concept has been promulgated by the Public Library Association in its volume, Planning and Role Setting for Public Libraries, a component of the Public Library Development Project.

The "library roles" offered to staff and trustees were derived from those identified by the Public Library Association consultants and are shorthand ways of describing: 1) what the library is trying to do; 2) who the library is trying to service; 3) what resources the library needs to achieve these ends. The dynamic process of role setting helps the library staff to balance the vision for desired roles with realistic recognition of what might be done. By clarifying roles the library will be able to: 1) relate services to identified community needs and library conditions; 2) concentrate on the most needed service areas; 3) communicate service priorities to staff, local government and the public; 4) allocate resources more effectively.[3]

Toward Role Setting: A Comparison of Staff and Trustee Perceptions

Two surveys, one for Staff and one for Trustees, were conducted to gain insight in library role development in response to the goal of implementing continuous planning and evaluation procedures. Because a number of questions from the two surveys overlap, it seems most productive to present responses from the two groups together for comment. Non-overlapping questions, for each group, are treated in sections that follow.

The Staff Survey was conducted in December 1990 intended to accomplish the objective of maximizing participation of library personnel in the planning process. The "Staff Survey Report" issued in January 1991 summarized responses and iterated specific comments.[4] Seventy-seven staff responses were gathered: 43 Full-Time Salaried; 7 Part-Time Salaried; and 27 Hourly. A copy of the Staff Survey instrument appears at the end of this section. Analysis of results keyed to the Survey instrument follow.

The Trustee Survey was conducted in October 1991 to accomplish the objective of maximizing trustee participation in the planning process. Slightly fewer than 50% of the 37 sent out were returned. A copy of the Trustee Survey instrument appears at the end of this section.

To indicate number for each survey question we indicate, for example, S-4 or T-4, Staff or Trustee Survey respectively.

I. Priorities

1. Public Library Roles. (S-1; T-7) Respondents were asked to determine the percent of effort the Library System should devote to eight possible roles. In ranked order the combined responses for the two groups were:

Staff		Trustees	
1. Reference Library	20%	1. Reference Library	18%
2. Popular Materials Library	19%	2. Popular Materials Library	16%
3. Preschoolers' Door to Learning	14%	3. Independent Learning Center	13%
4. Formal Education Support Center	12%	4. Formal Education Support Center	12%
4. Independent Learning Center	12%	4. Preschoolers' Door to Learning	12%

6. Community Information & Referral	8%	6. Community Information & Referral	11%
6. Community Activities Center	8%	7. Research Center	10%
8. Research Center	7%	8. Community Activities Center	9%

Staff exhibited a broader spread of percentage of effort for roles-- a range of 7% to 20%--compared to Trustees who more tightly defined their perceptions--a range of 9-18%. Staff were more positive about higher ranked roles and less positive about lower ranked roles than were Trustees.

In spite of more focus on the part of Trustees compared to Staff, actual rankings were strikingly similar with both groups ranking the "Reference Library" and "Popular Materials Library" roles highest.

The "Reference Library" role was described in both surveys as " a library that actively provides timely, accurate and useful information for community residents." Expanded, we can understand that this role includes on-site and telephone reference. It provides users with convenient and timely access to information needed for daily living and decision making. It contributes strongly to local economic development by supporting the information needs of businesses and strengthens local governments by providing information for policy formulation.[5]

The "Popular Materials Library Role" was described in both surveys as "a library that features current, high-demand, high-interest materials in a variety of formats for persons of all ages." Expanded, we find that this role includes active promotion and encouragement of use of the collection. This role enhances and supplements the offerings of community bookstores, theatres, video outlets, etc. The library's support for cultural and leisure activities makes the community an inviting place to live in and visit.[6]

Recognition that community library leaders--the Trustees--and library staff are congruent in their perception of the top two roles is an encouraging signal that previous library development activities have converged. While there is slight difference among lower ranked items (Staff rates "Preschoolers' Door to Learning" higher than do Trustees), there are no outlyers that indicate dysfunction. Role setting in this environment should be the basis for consolidation and growth.

2. Service Group Priorities. (S-3;T-8) Respondents were asked to indicate the percent of effort and resources that should be devoted to various service groups. In ranked order the combined responses were:

	Staff	Trustees
1. Adults	28.3%	25%
2. Junior High/Senior High Students	21.0%	21%
3. Elementary Students	19.1%	19%
4. Pre-School Children	17.1%	18%
5. Special Groups	14.5%	16%

Both sets of respondents ranked priorities for service groups the same although Staff placed a somewhat stronger emphasis on Adult users than did Trustees.

3. Single new service that would increase patron use and/or satisfaction. (S-4;T-9) From 24 choices respondents ranked the following as highest:

	Staff
1. Improved facilities	10
1. Better reference & readers' advisory service	10
3. More weekday hours of service	9
4. More weekend hours of service	7
5. Added facilities	6
5. More books for adults	6
5. More audio & video cassettes	6
5. More library programs for adults	6
9. More clerical staff	3
9. More library programs for school age children	3
9. More help with the online catalog	3
10. More books for school age children	2
11. More special services for homebound, handicapped	1
11. More paperback book swaps	1
11. More public access computers	1
11. More marketing displays of materials	1

Those choices receiving no votes were:

Bookmobile service

More books for pre-school children

More professional staff

More library programs for pre-school children

CANDY car seat rental

Framed art/toys in all branches

24 hour FAX availability

Trustees

More weekend hours of operation 3

Receiving one vote:

More weekday hours of service

Added facilities

Improved facilities

Bookmobile service

More books for adults

More audiovisual materials

More library programs for adults

More paperback swap books

CANDY car seat rentals

*Book drop offs at location other than the library

*Community knowledge of library capability

*options under "other"

Receiving no votes

More books for school age children

More books for preschool children

More professional staff

More clerical staff

More library programs for school age children

More library programs for preschool children

More library programs for homebound/handicapped

Framed art/toys at all branches

More public access to microcomputers

More marketing displays of materials

More help with the online catalog

24 hour FAX availability

Though harder to analyze and make comparisons, the responses to this series of choices are nevertheless indicators of what Staff and Trustees felt most strongly about. The high ranking for "improved facilities" by staff most likely derives from the fact that five branches are seeking state funds for expansion. The high ranking for "better reference and readers' advisory staff" probably derives from experience with day-to-day demands. It may be that Trustees, active and sophisticated library users, perceive reference needs as being well met and do not recognize the same degree of short-handedness of those "in the trenches."

"More weekend hours of operation" rated most highly by Trustees and reasonably high by Staff bears careful scrutiny.

Items receiving no votes also require close examination. There seemed to be a consensus that children were served fairly well and that professional staffing is adequate. Ironically, with Staff respondents citing a need for "better reference and readers' advisory service" as highly ranked, there is a lack of fit between these two rankings.

Taken together the two respondent group rankings illuminate clear areas for extra resource consideration and, perhaps, areas where additional publicity might be needed.

4. Actions to consider if funding reduction were to occur. (S-5;T-9) From 13 choices respondents ranked options:

	Staff
1. Reduce the number of duplicate copies purchased	50
2. Reduce magazine subscriptions	47
3. Reduce the purchase of videocassettes	32
4. Discontinue public library programs in schools	21
5. Close one weekday	19
6. Close some weekday mornings	16
7. Discontinue in-library programs for adults	15
8. Reduce/reassign staff	9
9. Discontinue services out-of-library for senior/homebound	6
9. Reduce books purchased for lending	6
11. Reduce the amount of children's material purchased	3
11. Discontinue in-library programs for preschool children	3
13. Reduce reference and information services	1

Trustees

1. Reduce the number of duplicate copies purchased	9
2. Close some weekday mornings	7
2. Reduce/reassign staff	7
4. Reduce the purchase of videocassettes	5
5. Discontinue public library programs in schools	4
6. Discontinue in-library programs for adults	2
6. Reduce the number of magazine subscriptions	2
6. Reduce executive staff/overhead	2
9. Reduce the amount of children's materials purchased	1
9. Discontinue out-of-library programs for senior citizens	1
9. Close one day during the week	1
* 9. Plan use of volunteer workers	1

*option under "other"

Receiving no votes

Reduce the number of books purchased

Reduce reference and information services

Discontinue in-library programs for preschool children

Both Staff and Trustees identified "reduction of duplicate copies purchased" as their highest ranked option for spending reductions. Quite a bit of variance was shown in other rankings with Staff continuing to rank material purchase reductions higher (magazine subscription reduction was #2; videocassette reduction was #3) than Trustees who looked to cut services (weekday morning closure was #2; staff reduction #2). Discontinuance of library programs in schools ranked fairly high by both Staff (#4) and Trustees (#5). Quite possibly Staff, working on a day-to-day basis with patrons, recognize how services can overcome materials cuts and were therefore less inclined to recommend cuts along these lines. External programming, such as those in schools, may simply be inadequately understood or publicized as to effectiveness to qualify as a service to preserve.

Responses to those choices indicate need for evaluation of some services. If duplicate copies are perceived by both Staff and Trustees as highly reducible this aspect of resource development bears examination. However, given that the "Popular Library Role" was perceived as one of two top-ranked roles by both groups it should be recognized that availability of high interest items (as manifested in duplicate copies purchase) responds to that role.

5. Asked if "emphasis of the book collection meets the information needs of community residents" (S-10;T-13) responses were:

Staff		Trustees	
Yes	56	Yes	8
No	13	No	2
Don't know	10	Don't know	1

Trustees who felt the collection did not meet needs based their concern on lack of articulation with community needs. Staff concerns were various with no clear consensus as to problem areas. Branches felt a need for more in-depth collections but indicated that these were available through resource sharing from larger libraries. While staff may feel this is a problem, it may be that more training to elevate the comfort level regarding resource sharing would be a solution.

6. Organizational strengths and weaknesses (S-14;T-14) were listed and respondents asked to check all that applied. Listed below in rank order are staff and trustee ratings for items in the top quartile for each respondent group.

Strengths

Staff		Trustees	
1. Cooperation among branches	58	1. Children's Services	12
2. Automation services	51	2. Professional Staff	11
2. Professional Staff	51	2. Information/reference services	11
2. Trustees, friends, voluteers	51	2. Automation services	11
5. Children's book & periodical	50	5. Non-professional staff	9
6. Non-professional staff	49	6. Buildings	9
7. Children's services	48	6. Building maintenance	9
8. Adult book & periodical collection	47	6. Adult books & periodicals	9
9. Buildings	44	6. Children's books	9

9. Children's services	44	6. Adult services	9
11. Cooperation with other lib	43	6. Staff development	9
11. Technical services	43	6. Trustees, friends, volunteers	9
11. Video collection	43		

Weaknesses

Staff		Trustees	
1. Wages and benefits	53	1. Funding	10
2. Funding	43		

Clearly staff and trustees had widely varying ideas as to the JGRL's strengths and weaknesses. Staff rated "cooperation" as the greatest strength in overall ranking and for a question asking the single greatest strength (S-15) tied between "professional staff" and "responsiveness of system to user demand."

Trustees rated "children's services" as the greatest strength in overall ranking and "professional staff" as the single greatest strength (T-15). On single greatest strength the two groups were in agreement.

Both groups were consistent in seeing fiscal matters as the System's greatest weakness with "Wages and benefits" the run-away highest ranked weakness noted by staff and "funding" the highest ranked weakness by trustees. The greatest weakness indicated by staff was the same as overall: "wages and benefits" (S-15); and the greatest overall weakness indicated by trustees was "funding."

7. The three most important problems facing Jackson-George Regional Library System today

(S-16;T-16)

Staff		Trustees	
1. Inadequate funds	49	1. Inadequate funds	11
2. Inadequate staff compensation	46	2. Improve or expand existing facilities	6
3.Improve or expand existing facilities	22	3. Inadequate staff compensation	5

8. Asked to agree or disagree with statements about public libraries (S-17;T-17) (Statements listed below) the two respondent groups replied as follows in ranked order:

a. Public libraries should spend more money per user serving children rather than adults.

b. Public libraries shouldn't deal with audio-visual materials, but concentrate on printed materials.

c. Public libraries shouldn't spend too much energy or money trying to make users out of non-users.

d. Public libraries have a strong responsibility to furnish effective information and referral services in their communities.

e. Public libraries should provide separate young adult services to serve youth more effectively.

f. The public would be better satisfied if public libraries spent additional money expanding collections rather than increasing staff.

g. Public libraries should gradually move from primarily serving popular reading requirements of patrons to meeting the individual self-education needs of a varied population.

h. Public libraries should give first priority to providing services and materials based on broad current demand, rather than operating as a storehouse of materials for research.

i. Public libraries should concentrate on in-library rather than out-of-library service.

Agreement

Staff		Trustees	
1. d	70	1. d	14
2. e	64	2. f	12
3. i	59	3. e	11
4. h	51	3. h	11
5. f	33	5. i	8
6. c	28	6. g	7
7. g	26	7. c	6
8. a	9	8. a	1
8. b	9		

Disagreement

Staff		Trustees	
1. b	70	1. b	14
2. a	66	2. a	13
3. c	50	3. c	8
4. g	49	4. g	7
5. f	43	5. i	5
6. h	25	6. e	3
7. i	18	6. h	3
8. e	11	8. f	1
9. d	8		

The National Context for Library Effectiveness

Because the JGRL System planning process is intended to reflect "best practice and national trends,: we now turn to a recent national study on library effectiveness to provide a brief comparison.[7] The national study identified the top four library roles as ranked by staff as 1)reference library; 2)popular materials library; 3)Preschooler's Door to Learning; and 4)Community Information Center.[8] This corresponds to JGRL staff responses on roles 1-3. However, "Formal Education Support" and "Independent Learning Center" tied for the fourth level role indicating a stronger educational orientation among JGRL staff than in the national sample.

A comparison of the JGRL "Trustee" and "Staff" surveys to the 1989 National study (perhaps in a planning retreat) will provide a basis for greater role refinement. What does emerge in comparing the two sets of data is that while the JGRL tends to reflect national consensus, there is, nevertheless, enough study and analysis to have been able to determine roles that fit the two counties' special needs.

Other Trustee and Staff Findings

To this point we have compared and contrasted staff and trustee findings in order to illuminate role setting and effectiveness issues. Questions of each respondent group that reflect issues pertinent to them are treated in a later section of this report. (See Section IV).

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1. Annabel Stephens, "Staff Involvement in the Public Library Planning Process," Public Libraries 28 (May/June, 1989):175-181.

2. Planning for Progress: October 1, 1991-September 30, 1997, pp. 12-13 This section addresses objectives 2, 3 and 6.

3. Charles R. McClure et al. Planning and Role Setting for Public Libraries: A Manual of Options and Procedures. (Chicago: American Library Association, 1987), p. 28.

4. Jackson-George Regional Library System, "Staff Survey Report" (unpublished, 1991).

5. McClure, p. 38.

6. McClure, p. 36.

7. Thomas Childers and Nancy A. Van House. The Public Library Effectiveness Study (Washington, D.C.: U.S. Department of Education, 1989).

8. Ibid, p. 54.

Section III Appendices

1. Trustee Survey

2. Staff Survey

JACKSON GEORGE REGIONAL LIBRARY SYSTEM

TRUSTEE SURVEY

October 1991

PART I

1. What is your position on the Library Board of Trustees?
    a. Member
    b. President
    c. Chair of Committee

2. For approximately how many years have you served on the Board?
    a. Less than 2 years
    b. Two to five years
    c. Six to ten years
    d. More than 10 years

3. Check one: ____ Female ____ Male

4. What was your age on your last birthday?
    ____ 18 - 25
    ____ 26 - 40
    ____ 41 - 60
    ____ Over 60

5. Are you a registered borrower of the Jackson George Regional Library system?
    YES 1
    NO 2

6. How often do you visit the Library?
    (Any JGRL library; select closest frequency below)
    a. Daily
    b. Several times weekly
    c. Weekly
    d. Monthly
    e. Rarely
    f. Never

PART II

7. Public Library Roles. Listed below are eight public library roles, briefly defined. What proportion of total effort (staff, resources, etc.) should the library system devote to supporting each of the roles? (Assign values of 0 to 100 to each of the eight roles listed: values must total 100 points.)

Roles	Proportion of Effort
a. Community Activities Center: The library is a central focus point for community activities, meetings, and services	__________
b. Community Information and Referral Center: The library is a clearinghouse for current information on community organizations, issues, and services.	__________
c. Reference Library: The library actively provides timely, accurate, and useful information for community residents.	__________
d. Formal Education Support Center: The library assists students of all ages in meeting educational objectives during their formal courses of study.	__________
e. Independent Learning Center: The library supports individuals of all ages pursuing a sustained program of learning independent of any educational provider.	__________
f. Popular Materials Library: The library features current, high-demand, high-interest, materials in a variety of formats for persons of all ages.	__________
g. Preschoolers' Door To Learning: The library encourages young children to develop an interest in reading through services for children, and for parents & children together.	__________
h. Research Center: The library assists scholars and researchers to conduct in-depth studies, investigate specific areas of knowledge, and create new knowledge.	__________

8. Service Group Priorities. What proportion of total effort and resources should be devoted to each of the following service groups? (Assign values of 0 to 100 to each of the service groups listed; values must total 100 points.)

a. Adults __________

b. Junior/Senior High Students __________

c. Elementary Students __________

d. Pre-School Children __________

e. Special Groups (special services for the homebound, physically handicapped, etc.) __________

9. What single added service do you think would most increase patron use and/or satisfaction. CIRCLE ONE ONLY.

More weekend hours of operation	01
More weekday hours of service	02
Added facilities	03
Improved facilities	04
Bookmobile service	05
More books for adults	06
More books for schoolage children	07
More books for preschool children	08
More audiovisual materials	09
More professional staff	10
More clerical staff	11
Better reference & Readers' Advisory service . . .	12
More library programs for adults	13
More library programs for schoolage children . . .	14
More library programs for preschool children . . .	15
More library programs for homebound, handicapped .	16
More paperback swap books	17
CANDY car seat rental in all branches	18
Framed art, toys in all branches	19
More public access to microcomputers	20
More marketing displays of materials	21
More help with on-line catalog	22
24 hour fax availability	23
Other (specify) ____________________________	24

10. If decreased funding forced reductions in library expenditures, which of the following actions should be considered?

(CIRCLE YOUR TOP THREE RECOMMENDATIONS)

Reduce the number of books purchased	01
Reduce the number of duplicate copies purchased	02
Reduce the number of magazine subscriptions	03
Reduce the purchases of videocassettes	04
Reduce the amount of children's materials purchased	05

(Reduction Recommendations continued)

Reduce reference and information services	06
Discontinue in-library programs for preschool children	07
Discontinue in-library programs for adults	08
Discontinue public library programs in schools	09
Discontinue out-of-library programs for senior citizens	10
Close one day during the week	11
Close some weekday mornings	12
Reduce/reassign staff	13
Other (specify) ______________________________	14

11. Which one of these services would you cut first?

ENTER NUMBER FROM QUESTION 4 __________

12. Do you think the library should refer people who ask for special information on consumer issues, housing issues, medical issues, etc. to non-library community resources?

YES	1
NO	2
DON'T KNOW	3

13. Do you think emphasis of the book collection meets the information needs of community residents?

YES	1
NO	2
DON'T KNOW	3

If no, why not? ______________________________

____

14. Every organization has strengths and weaknesses which promote or detract from the achievement of its goals and objectives. Check those elements listed below which you consider to be the greatest strengths and weaknesses of the library. Check any and all that apply.

	Major Strengths	Major Weaknesses
a. Professional Staff	_____	_____
b. Non-professional Staff	_____	_____
c. Funding	_____	_____

d. Buildings	______	______
e. Building maintenance	______	______
f. Adult books & periodicals	______	______
g. Young adult books	______	______
h. Chidrens' books	______	______
i. Video Collection	______	______
j. Other non-print materials	______	______
k. Response to user demand	______	______
l. Childrens' services	______	______

14. (cont'd)

	Major Strengths	Major Weaknesses
m. Adult services	______	______
n. Young adult services	______	______
o. Information/reference services	____	______
p. Out-of-library services	______	______
q. Public relations programs	______	______
r. Cooperation among branches	______	______
s. Cooperation w/other lib. systems	___	______
t. Automation services	______	______
u. Technical services	______	______
v. Personnel Policies	______	______
w. Wages and benefits	______	______
x. Staff development	______	______
y. Trustees, Friends, Volunteers	______	______
z. Other (Specify)__________	______	______

15. Which ONE of the above would you consider the greatest strength of the library? Which ONE of these would you consider to be the greatest weakness? Enter letters from question 14.

I. Greatest Strength _____

II. Greatest Weakness _____

16. What do you consider to be the three most important problems facing the Jackson-George Regional Library System today? CHECK THREE PROBLEM AREAS ONLY. Problems not listed which you feel are among the three most important should be listed under OTHER and included in the three checked.

	CHECK THREE ONLY
a. Inadequate funds	______
b. Insufficient staff	______
c. Poor or inadequate staff training . . .	______
d. Inadequte staff compensation	______
e. Staff morale	______
f. Poor staff communication	______
g. Need for added facilities	______
h. Need for improvement or expansion of existing facilities	______

i. Inadequate hours of operation . . . . . ______
j. Inadequate collections . . . . ______
k. Inability to adequately meet the information needs of residents . . . . ______
l. Lack of adequate programming services. . ______
m. Other ____________________ . . . . . . ______

17. Do you agree or disagree with the following statements about public libraries? CHECK ONE NUMBER FOR EACH ITEM.

		Agree	Disagree
a.	Public libraries should spend more money per user serving children rather than adults.	1	2
b.	Public libraries shouldn't deal with audiovisual materials, but should concentrate on printed materials.	1	2
c.	Public libraries shouldn't spend too much energy or money trying to make users of non-users.	1	2
d.	Public libraries have a strong responsibility to furnish effective information and referral services in their communities.	1	2
e.	Public libraries should provide separate young adult services to serve youth effectively.	1	2
f.	The public would be better satisfied if public libraries spent additional money expanding collections rather than increasing staff.	1	2
g.	Public libraries should gradually move from primarily serving popular reading requirements of patrons to meeting the individual self-edcuation needs of a varied population.	1	2
h.	Public libraries should give 1st priority to providing services and materials based on broad current demand, rather than operating as a storehouse of materials for research.	1	2
i.	Public libraries should concentrate on in-library rather than out-of-library	1	2

service.

18. In describing a library, how important would it be for you to know each of the following about that library?
CIRCLE THE NUMBER CLOSEST TO YOUR OPINION

	Not Important To Know			Essential To Know		No Opinion
a. Percentage of reference questions answered	1	2	3	4	5	0
b. Number of people who come to the library	1	2	3	4	5	0
c. Community's awareness of the services offered by library	1	2	3	4	5	0
d. Convenience of library's location	1	2	3	4	5	0
e. Likelihood that materials wanted will be immediately available	1	2	3	4	5	0
f. How well staff are suited to the community	1	2	3	4	5	0
g. Newness of Library materials	1	2	3	4	5	0
h. Extent of public involvement in library decision-making	1	2	3	4	5	0
i. Number of materials used in the library	1	2	3	4	5	0
j. Variety of types of library users	1	2	3	4	5	0
k. Extent to which staff are helpful, courteous, concerned	1	2	3	4	5	0
l. Number of library users, compared to total population	1	2	3	4	5	0
m. Number of reference questions asked by users	1	2	3	4	5	0
n. Number of materials (items) owned by the library	1	2	3	4	5	0
o. Quality of staff	1	2	3	4	5	0

19. Do you feel that you are kept informed of new developments, changes, etc., that take place in the library system?

YES	1
NO	2
DON'T KNOW	3

20. How would you rate the level of staffing in the library? (or part of the library with which you are most familiar)

	Overstaffed	Understaffed	About Right	Don't Know
Professionals	1	2	3	4
Clerical	1	2	3	4
Custodial	1	2	3	4
Shelvers	1	2	3	4

22. The list below shows various roles that trustees might play. The list is not comprehensive, but representative of your possible roles. Please assign a number from 1 to 12 to tell which roles you think are the most and least important from this list. One is highest priority, twelve is lowest priority.

a. Preserve intellectual freedom; resist censorship. ____

b. Monitor and evaluate library performance and progress. ____

c. Fund-raising: through local governing authority and from all other sources. ____

d. Formulate general library policy. ____

e. Formulate specific rules and regulations for day-to-day operation of library. ____

f. Act as spokesperson for the library and its services; public relations. ____

g. Hire library director. ____

h. Hire library staff. ____

i. Promote or defend library legislation, whether local, state, or federal. ____

j. Formulate long-range plans, set goals and objectives. ____

k. Acquire property, buildings, space for libraries. ____

l. Create and/or support library programs. ____

23. How would you rate the general performance and achievements

of the Jackson George Regional Library? CIRCLE ONE NUMBER ONLY

1	2	3	4	5
Poor		Average		Superior

THANK YOU FOR COMPLETING THIS SURVEY. YOU HAVE HELPED US TO IMPROVE OUR LIBRARIES.

JACKSON-GEORGE REGIONAL LIBRARY SYSTEM

STAFF SURVEY

December 1990

Staff Category	(circle one)
Full-Time Salaried	1
Part-Time Salaried	2
Hourly (pages/ substitutes part-time custodians)	3

Years of Experience in Public Libraries	(circle one)
0 - 1 Year	1
2 - 5 Years	2
6 - 9 Years	3
10 + Years	4

Part 1. Priorities

1. Public Library Roles. Listed below are eight public library roles, briefly defined. What proportion of total effort (staff, resources, etc.) should the LIbrary System devote to supporting each of the roles? (Assign values of 0 to 100 to each of the eight roles listed: Values must total 100 points.)

Roles	Proportion of Effort
a. Reference Library: The Library actively provides timely, accurate, and useful information for community residents.	________________
b. Formal Education Support Center: The library assists students of all ages in meeting educational objectives established during their formal courses of study.	________________
c. Independent Learning Center: The library supports individuals of all ages pursuing a sustained program of learning independent of any educational provider.	________________
d. Popular Materials Library: The library features current, high-demand, high-interest,	

Roles | Proportion of Effort

materials in a variety of formats for persons of all ages. ____________

e. Preschoolers' Door to Learning: The library encourages young children to develop an interest in reading and learning through services for children, and for parents and children together. ____________

f. Research Center: The library assists scholars and researchers to conduct in-depth studies, investigate specific areas of knowledge, and create new knowledge. ____________

g. Community Activities Center: The library is a central focus point for community activities, meetings, and services. ____________

h. Community Information and Referral Center: The library is a clearinghouse for current information on community organizations, issues, and services. ____________

100 points

3. Service Group Priorities. What proportion of total effort and resources should be devoted to each of the following service groups? (Assign values of 0 to 100 to each of the service groups listed; values must total 100 points.)

a. Adults ____________

b. Junior/Senior High Students ____________

C. Elementary Students ____________

d. Pre-School Children ____________

e. Special Groups (special services for the homebound, physically handicapped, etc.) ____________

100 points

4. What single added service do you think would most increase patron use and/or satisfaction with your library branch? CIRCLE ONE ONLY.

More weekend hours of operation	01
More weekday hours of service	02
Added facilities	03
Improved facilities	04
Bookmobile service	05
More books for adults	06
More books for schoolage children	07
More books for pre-school children	08
More audio and video cassettes and media kits	09
More professional staff	10
More clerical staff	11
Better reference and readers' advisory services	12
More library programs for adults	13
More library programs for schoolage children	14
More library programs for pre-school children	15
More special services for homebound, handicapped	16
More paperback swap books	17
CANDY car seat rental in all branches	18
Framed art/toys in all branches	19
More public access public computers	20
More marketing displays of materials	21
More help with on-line catalog	22
24 hour fax availability	23
other (specify)	24

____

5. If decreased funding forced reductions in library expenditures, which of the following actions should be considered for your branch/department? CIRCLE YOUR TIP THREE RECOMMENDATIONS

Reduce the number of books purchased for lending in your branch	01
Reduce the number of duplicate copies of books purchased for lending	02
Reduce the number of magazine subscriptions	03
Reduce the number of videocassette purchased for lending	04
Reduce the amount of children's materials purchased	05
Reduce reference and information services	06
Discontinue in-library programs for pre-schoolchildren	07
Discontinue in-library programs for adults	08
Discontinue public library programs inschool	09
Discontinue out-of-library services for senior citizens, homebound and handicapped	10

Close one day during the week..............................11
Close some weekday mornings..............................12
Reduce/re-assignstaff..13
other(specify)..14

____

6. Which ONE of these services would you cut first?

ENTER NUMBER FROM QUESTIONS 5 ____________

7. How would you evaluate reference and information services in relation to the needs of users at your branch?
   - a. Users don't expect much, so few use reference and information services.............................1
   - b. Reference materials are inadequate to meet information needs.....................................2
   - c. Branch satisfactorily meets most of the reference and information requests.............................3
   - d. Branch is understaffed to provide adequate reference service.....................................4
   - e. Other (specify)____________________________________5

8. Do you think the library should refer people who ask for special information on consumer issues, housing issues, medical issues, etc. to non-library community resources?

   Yes..........1
   No...........2
   Don't know...3

9. Are programming activities at your branch adequate or inadequate for the following groups? CIRCLE ONE NUMBER FOR EACH GROUP

		Adequate	inadequate	Don't know
a.	Pre-school children........	1	2	3
b.	Elementary students........	1	2	3
c.	Jr./Sr. High students......	1	2	3
d.	Adults.....................	1	2	3
e.	Senior citizens............	1	2	3
f.	Special groups(homebound, handicapped, etc.).........	1	2	3
g.	Other (Who?)________________	1		

Part 2. Perceptions of the Jackson-George REgional Library System

10. Do you think the emphasis of the book collection meets the information needs of community residents?

   Yes....................1
   No.....................2
   Don't know.............3

   If no, why not?____

   ____

11. What is your opinion about the number of copies of the same book title the library buys?

   Too few copies..........1
   Too many copies.........2

About right..............3
Don't know...............4

Comments:____

____

12. What is your opinion about the number of copies of the same video title the library buys?

Too few copies...........1
Too many copies..........2
Aboutright...............3
Don'tknow................4

Comments: ____

____

13. How would you evaluate the level of non-print materials in the Jackson-George Regional Library System collection? CIRCLE ONE NUMBER FOR EACH ITEM

	Too Little	Too Much	About right
a. Children's audio cassettes	1	2	3
b. Adult audio cassettes	1	2	3
c. Filmstrips	1	2	3
d. Children's video	1	2	3
e. Adult/Self Help Video	1	2	3
f. A-V equipment	1	2	3

14. Every organization has strengths and weaknesses which promote or detract from the achievement of its goals and objectives. Check those elements listed below which you consider to be the greatest strengths and weaknesses of the library system. MARK ANY AND ALL THAT APPLY

	Major Strengths	Major Weaknesses
a. Professional staff	______	______
b. Non-professional staff	______	______
c. Funding	______	______
d. Buildings	______	______
e. Building maintenance	______	______
f. Adult book & periodical collection	______	______
g. Young adult book & periodical collection	______	______
h. Children's book &		

periodical collection	______	______
i. Video collection	______	______
j. Other non-print materials	______	______
k. Responsiveness of system to user demand	______	______
l. Children's services	______	______
m. Adult services	______	______
n. Young adult services	______	______
o. Information/refernce service	______	______
p. Out-of-library services	______	______
q. Public relations programs	______	______
r. Cooperation among branches	______	______
s. Cooperation with other library systems	______	______
t. Automation services	______	______
u. Technical services	______	______
v. Personnel policies	______	______
w. Wages & benefits	______	______
x. Staff Development	______	______
y. Trustees, friends, Volunteers	______	______
z. Other (Specify)______________	______	______

15. Which ONE of these would you consider the greatest strength of the library?

Which ONE would you consider to be the greatest weakness? ENTER LETTERS FROM QUESTION 14 ABOVE

a. Greatest strength______________ Letter

b. Greatest weakness______________ Letter

16. What do you consider to be the three most important problems facing the Jackson-George Regional Library System today? CHECK THREE PROBLEM AREAS ONLY. Problems not listed which you feel are among the three most important should be listed under OTHER and included in the three checked.

	CHECK THREE ONLY
a. Inadequate funds......................	______
b. Insufficient staff....................	______
c. Poor or inadequate staff training.....	______
d. Inadequate staff compensation.........	______
e. Staff morale..........................	______
f. Poor staff communication..............	______
g. Need for added facilities.............	______
h. Need for improvements or expansion of existing facilities................	______
i. Inadequate hours of operation.........	______
j. Inadequate collections................	______

k. Inability to adequately meet the information needs of residents........ ______

l. Lack of adequate programming services............................ ______

m. Other (Specify)...................... ______

17. Do you agree or disagree with the following statements about public libraries? CIRCLE ONE NUMBER FOR EACH ITEM

		Agree	Disagree
a.	Public libraries should spend more money per user serving children rather than adults.		
b.	Public libraries shouldn't deal with audio-visual materials, but concentrate on printed materials.		
c.	Public libraries shouldn't spend too much energy or money trying to make users out of non-users.		
d.	Public libraries have a strong responsibility to furnish effective information and referral services in their communities.		
e.	Public libraries should provide separate young adult services to serve youth more effectively.		
f.	The public would be better satisfied if public libraries spent additional money expanding collections rather than increasing staff.		
g.	Public libraries should gradually move from primarily serving popular reading requirements of patrons to meeting the individual self-education needs of a varied population.		
h.	Public libraries should give first priority to providing		

services and materials based on broad current demand, rather than operating as a storehouse of materials fro research.

i. Public libraries should concentrate on in-library rather than out-of-library service.

Part 3. Job Achievement and Satisfaction

18. How would you rate your satisfaction with your job? CIRCLE ONE NUMBER

1	2	3	4	5
Very dissatisfied	Not satisfied	Moderately satisfied	Quite Well satisfied	Very satisfied

19. Do you feel that you are kept informed of new developments, changes, etc., that take place in the library system?

Yes..................1
No...................2
Don't know..........3

20. Do you feel that you are adequately informed as to just what is expected of you in your job, and how tasks should be performed?

Yes..................1
No...................2
Don't know...........3

21. Do you think that the in-service training provided to you at this library is adequate?

Yes..................1
No...................2
Don'tknow............3

If no, how could it be improved____________________

____

22. In general, do you feel that you have been adequately paid for your work?

Yes....................1
No.....................2
Don't know............3

23. In general, are you satisfied with your working environment?

Yes....................1
No.....................2
Don't know............3

24. How would you rate the level of staffing in your department/branch? CIRCLE ONE NUMBER IN EACH CATEGORY

	Overstaffed	Understaffed	About right	Don't know
Professionals......	1	2	3	4
Clerical...........	1	2	3	4
Custodian..........	1	2	3	4
Pages..............	1	2	3	4

25. How would you rate your immediate supervisor in terms of performance of his/her supervisory responsibilities? CIRCLE ONE NUMBER

1	2	3	4	5
Poor		Average		Superior

26. How would you rate the general performance and achievements of the Jackson-George Regional Library System? CIRCLE ONE NUMBER

1	2	3	4	5
Poor		Average		Superior

27. How would you rate the overall performance fo your particular branch/department?

1	2	3	4	5
Poor		Average		Superior

28. What would you say is the most satisfactory aspect of your job with the Jackson-George Regional Library System? CIRCLE ONE ONLY

Working with the public...............1
Working with my colleagues............2

Providing a useful service............3
Hours & other working conditions......4
Compensation (pay) received...........5
Other (specify)
______________________________________6

29. What would you say is the least satisfactory aspect fo your job with the Jackson-George Regional Library System? CIRCLE ONE ONLY

Inability to meet user needs..........1
Poor working conditions or hours......2
Communication with superiors..........3
Inadequate compensation (pay).........4
Relationships with co-workers.........5
Relationships with administration.....6
Pressures of inadequate staffing......7
Other (specify)
______________________________________8

30. Are you a registered borrower of the Jackson-George Regional Library System?

Yes.......................1
No........................2

Section IV

Studying Jackson George Regional Library System Operations and Services

Section IV

A.

STUDYING JACKSON GEORGE REGIONAL LIBRARY SYSTEM OPERATIONS AND SERVICES

Fundamental to implementation of new roles or directions is an understanding of the performance of current operations and attitudes of users and providers. In this section of the report we review internal studies and surveys in order to weave them into an overview of operations. As we gain an understanding of perceptions and objective data, we build the baseline information required from which to move in new directions or to consolidate old ones always in the context of the Planning for Progress document. If we do not learn from evaluation efforts, if we do not modify services or operations then data-gathering is a useless exercise. It is important to use what has been learned to fine-tune extant services and to initiate new ones.

At the end of this section is a list of internal documents used for the review. Some of these have been published and distributed, others have been filed for administrative review. We provide as complete information as possible about each document and refer readers to the administrative office of the Jackson-George Regional Library System should more detail be required on any particular document. Reports are numbered and referenced in this discussion as 1, 2, 3 etc. For fuller information see end of this section. Also, the final section of this overall report, "Collection Performance," rightfully belongs in this section. However, because it is an extensive report and makes use of data generated from a new automation system, we have chosen to highlight it in a separate section to demonstrate a model for institutional analysis of operations.

Section IV

B.

PAST STUDIES

Under the leadership of Director Jane Bryan the JGRL System has operated continuously within the context of ongoing evaluation. Prior to initiation of a formal planning effort a survey developed by Elizabeth Quintana and Lou Hewlett was administered to users in 1984. Findings from this study laid the groundwork for planning and areas for goal development. A few highlights from this document, which was summarized by D. L. Anderson of the Mississippi Department of Economic Development, are noted below (see #2 in appended list).

At the system level user awareness of individual services was high. Youth services and large print books received the highest "awareness" rankings; personal computers for public use the lowest. Nearly half of all users desired Sunday hours. Three-quarters (76%) were pleased with the materials available. Library staff had an extraordinarily high ranking with 94% of all respondents finding them pleasant, accurate and helpful. These findings tended to be replicated at all libraries with varied levels of user awareness for particular services. Open-ended survey questions (reported on pages 65-84) provided positive support for library services with varied suggestions for materials and services. Comparing these to the telephone survey discussed in Section II-B of this report demonstrates that these sort of questions provide trend and direction information.

Another major in-house study, Looking at Ourselves, was analyzed by Robert D. Willits, Associate Director, in May 1988. A total of 1,543 surveys were distributed at the behest of the Regional Board. (Document #3). The results of this survey, aggregated, show patterns of use, age of users and perceived attitudes of staff for members libraries. Open-ended comments, printed completely for each library provided further information for analysis of particular needs.

Section IV

C.

PLANNING FOR PROGRESS

During the "Planning for Progress" initiative a number of internal studies have been completed, some of which are alluded to in earlier sections. These are summarized here.

Community Profile. (Document #4). This review of Jackson and George Counties, discussed already in Section II A, was developed by the JGRL System Goals and Objective Committee to provide the requisite environmental scan as a backdrop to planning.

Library Visits Tally Report. (Document #5). The week of November 5-10, 1990 all people entering the eight libraries in the JGRL System were counted to calculate "Library Visits Per Capita." Overall per capita visits determined were 4.1 which compares well with the national average for libraries serving similar areas (2.94). Since calculations were done using preliminary census data, this study might well be re-validated in the next year or so.

Unobtrusive Testing and Reference Accuracy. (Document #6). This study was conducted November 22 through December 12, 1991. The preliminary results summarized by Quintana provide a careful assessment.

The consultants obtained permission from Weech and Goldhor to replicate as much of their 1981 unobtrusive test as the JGRL System planners wished. By doing so the libraries tested could be compared.

Overall System accuracy was 76.8%. This was better than 69% found by Weech and Goldhor or the 63.4% found by Paskoff in her study of medical libraries. The libraries in the JGRL System varied in accuracy level from 92.9% at St. Martin and Vancleave to 64.3% at East Central and Gautier. However, all were above the norm. Uses for staff training are clear. While there was some question whether the testing process remained unobtrusive, the net results nevertheless indicated a high level of accuracy and consideration given for informational queries. As noted in the study summary this was a first-time, baseline data gathering effort and as such is but the beginning of longitudinal analysis of reference effectiveness and performance.

(For further reading see: Terry L. Weech and Herbert Goldhor, "Obtrusive Versus Unobtrusive Evaluation of Reference Service in Five Illinois Libraries," Library Quarterly 52 (Winter, 1982): 305-324 and Beth M. Paskoff, Accuracy of Telephone Reference Service in Health Science Libraries," Bulletin of the Medical Library Association 79 (April, 1991): 182-188.)

The Materials Availability Survey (MAS) sub-committee should be congratulated on its successful effort to compile a considerable amount of data as reported in the Materials Availability Survey. (Document #7). Their adaptation of the survey to the JGRL environment, and the idea of using morning, afternoon and evening hours for the sample is a very good approach. A good cross section of people was reached in this fashion.

The size of the sampling was very adequate. The confidence coefficient was raised to a high level through the efforts in the three categories of user. The guidelines for analysis from the Output Measures manual are helpful, but there remain some intuitive points and some alternative analyses for consideration.

The most valuable portions of the MAS are the collection of category requests (demand in the Dewey sections) and some general information about the habits of library users. Therefore, the first recommendation (utilizing the list of asked-for subjects) is to be underscored. Many libraries make collection of subject requests a regualr matter of procedure; a simple form for regular submission to book selectors is easy to design. The examination of interlibrary loan and other unfilled title requests is an important corollary among the many ways to gather input for book selection.

The concerns for additional database information and clean-up are a lesser priority in our opinion. The survey determined that 74% of the public did NOT ask for assistance. A user-friendly computerized catalog is a reasonable goal, but the do-it-yourself nature of library users - those with specific requests are well as browsers - really means that methodology to assist them must come from helpful regular, displays, and aggressive staff.

The recommendations are derived mostly from the Output Measures manual. The information from the Collection analysis component of this report (Section V) should also be considered a part of materials availability. Collection proportions are shown to be in step with circulation, leading one to believe that they are a determinant of availability and therefore circulation. After an examination of those numbers, the deliberation and action to improve availability will have other empirical data.

We believe circulation and availability are both bound to improve through the employment of the recommendations of the MAS committee and consideration of the activity of the circulating collection as presented in the collection component provided by the consultants. The MAS portion of the study shows a good system of libraries providing good service with an intent to do even better.

Special Services Department Surveys. (Documents referenced as #8). It is difficult to draw solid conclusions from these reports as they precede the "Planning for Progress" initiative. However, attempts to understand the highly specialized services required by the homebound, the hearing impaired and senior citizens are important to the development of these services. The 1988 report on services to the deaf and hearing impaired included two parts--one for agencies and one for the deaf. These reports were developed in sponsorship with Zonta International.

Homebound patrons were asked what types of large-print materials they would like, what specific titles they wanted, and what authors were most enjoyed. Most respondents were women over 55.

A survey administered to Senior Citizen's Centers, and Personal Care Homes, distributed in May 1990 netted only 15 responses from 315 questionnaires. The most salient feature of responses received was that senior citizen center respondents desired transportation from their centers to libraries.

So far the data gathered on Special Services has been minimal. We suggest defining goals for information to be gathered as these services are likely to be in higher demand over the next decade as the median age of the population increases.

Staff Survey Report. (Document #9). A good portion of this report was discussed in Section III in relationship to the Trustee Survey report. A copy of the staff survey is appended to that Section. However, we have held for comment here those items pertaining specifically to staff. The Staff survey was conducted in December 1990.

Part 3 of the survey focused on job satisfaction. The survey summary did not distinguish among position classifications or respondents so extrapolation of results should not be over interpreted. Most respondents scored job satisfaction on the upper-half of the Likert scale provided. Two thirds of the staff felt they were well-informed of new developments within the library system. Three-quarters felt there was a strong initiating structure. If these results should hold then it might be worth considering a review of personnel policies. However, before any action is taken a separate more comprehensive study of staff satisfaction apart from information about role setting and goals should be conducted.

Staff least likely to be content are those in support categories. The fact that a library and information science degree is needed for advancement surely is a matter of consternation. This is not a problem peculiar to the JGRL System, however. At present there is a national initiative among library support professionals to develop career paths and career ladders. In late 1992 the American Library Association will issue a volume of background readings on issues relating to support staff. At the time this is issued a new staff survey based on the ALA report findings might be undertaken. (See especially McCook's chapter on the development of education and training for support staff in the ALA volume, forthcoming).

Trustee Survey. Document #10). As with the Staff Survey Report, the majority of the results of the Trustee Survey have been discussed in Section III under Role Setting. A few questions, however, not related to rolesetting bear mention here.

The Trustee Survey, reviewed and revised by Rolstad includes questions from the national library effectiveness study (Childresand Van House, 1989); see Section III for more detail). These reflect dimensions of performance judged important to community leaders. JGRL System trustees' responses indicate that trustees felt that certain key variables were essential to understand in their role as policy makers. Highest ranked were 1) percentage of reference questions answered; 2) materials availability; 3) suitability of staff for the community. Least important to trustees were number of materials used in the library. In general, however, there was little strong consensus. This is an important set of variables in terms of measures of effectiveness and policy formulation. It might be considered to use these as a topic for a Trustee Conclave.

Trustees were asked to rank various roles that might be assumed by trustees. An average rating was developed. JGRL System trustees ranked roles as follows:

1)Preserve intellectual freedom; resist censorship (7)

1)Formulate specific rules and regulations for day-to-day operation of the library (7)

1)Hire library staff (7)

4)Act as spokesman for the library and its operations; public relations (6)

4)Promote or defend library legislation (6)

4)Create and or support library programs (6)

7)Hire library director (5)

7)Acquire property, building, space for libraries (5)

9)Monitor and evaluate library performance and progress (4)

9)Fund-raising through local governing authority and from all other sources (4)

9)Formulate general library policy (4)

9)Formulate long-range plans, set goals and objectives (4)

These self-identified appropriate roles give JGRL System planners a sense of Trustees' perception of appropriate roles for trustees. These, too, might bear deliberations at future Trustee Conclaves.

Conclusion

This brief overview of past studies and studies which are part of the "Planning for Progress" initiative illuminate the range and scope of self analysis and evaluation that the JGRL System feels is crucial to move ahead. Through continued review of operations and services the environment for change is fertile.

Jackson-George Regional Library System Reports and Studies

1. Planning for Progress: October 1, 1991-September 30, 1997 (Phase 1: Getting Started - The Third Year, October 1, 1991-September 30, 1992).

2. D. L. Anderson, A Survey of Attitudes, Awareness and Opinions of JGRL System Users (January, 1985).

3. Robert D. Willits, Looking at Ourselves: How Do We Rate With You? (May 16, 1988).

4. Community Profile prepared by the Goals and Objectives Committee, Elizabeth Quintana, compiler (October 1990).

5. Library Visits Tally Report (November 5-10, 1990).

6. Unobtrusive Testing of Reference Accuracy (December 1991).

7. Elizabeth Quintana and the Materials Availability Subcommittee (Mary Ann Louviere, Carol Mars, Linda Posey, Jill Rode). Materials Availability Survey 1991 (1991).

8. Special Services Department. Various reports. "Deaf/Hearing Impaired Services" (March 1988); "Homebound" March 1989); "Service to Seniors" (October 16, 1990).

9. Staff Survey Report (January 1991). Copy of questionnaire appears as appendix in Section III.

10. "Trustee Survey: Final Tally" (October 1991). Copy of questionnaire appears as appendix in Section III.

Section V

Collection Performance

Section V

COLLECTION PERFORMANCE:
AN EVALUATION OF STATISTICS FROM JACKSON GEORGE SYSTEM LIBRARIES

Introduction

Materials collections in public libraries reflect system philosophies and circulation activities. Librarians purchase materials in areas of demand and where performance (circulation) is good. A thorough analysis of collection performance should be done regularly and systematically to determine trends that can be revealed by circulation, and to understand how our collections are shaped and might be improved.

Automated systems such as that in Jackson George Regional Library (JGRL) make the task of gathering and analyzing collection and circulation numbers easy and timely. There are still inherent weaknesses in these, and almost all, statistics. Nevertheless, the improvement over the previous year's data is obvious: all libraries were online in the October 1990 through September 1991 period. There appears to have been less downtime. None of the agencies experienced large gaps due to construction or conversion to automation. Staff were probably better at the automated operations. And so forth.

Turnover

Among the output measures for libraries is a calculation called TURNOVER. Succinctly, turnover is the amount of circulation divided by the number of materials available for that purpose. In a library that has 500,000 loan transactions and 200,000 volumes, the turnover rate is **2.5**. Each book in the collection averages two and one-half circulations annually. We know that some circulate more than others, but this is a given; it is part of the process of selection. Some materials are more popular than others; others are needed in the collection for good and basic reasons, even though they circulate less regularly. In short, turnover is a good measure for looking at the general movement of materials in proportion to the size of the collection.

The first table below shows turnover figures for libraries similar to JGRL in size.

OUTPUT MEASURES IN OTHER LIBRARY SYSTEMS

System Name	Population	Volumes	Circulation	Turnover Rate
Jackson George Regional Library Pascagoula MS 8 facilities	131,916	178,255	489,707 (607,402)	2.75 (3.41)
Arapahoe Library District, CO 7 facilities	134,000	271,789	952,968	3.51
Anderson County Library, SC 8 facilities	133,235	223,600	398,910	1.78
Rapides Parish Library, LA 11 facilities	135,282	302,620	600,938	1.99
Mansfield Richland County PL, OH 8 facilities	129,000	330,000	1,466,069	4.44

Data from Statistical Report '91, Public Library Data Service, Chicago: American Library Association, 1991.

In Output Measures for Public Libraries, Zweizig describes turnover as a fundamental measure, a calculation basic to our understanding of certain activity in the library. They also suggest a second level of calculation, analyzing the turnover of smaller segments of the collection. The consultants have done this for six categories and have also provided an alternative look at the same numbers. These additional performance numbers are easy to understand, easy to recalculate in the future, and easy to utilize for practical decisions about book selection, merchandising, and collection maintenance.

Spreadsheet Description

The purpose of this section is to explain the six spreadsheets and the twelve columns within each. The six collection categories must be dealt with first.

Adult fiction is self explanatory. Paperbacks are recorded separately; there are few, if any, reference items in the fiction classification; there is no combining with another portion of the collection. Adult non-fiction includes reference materials, but across the system should influence each agency in approximately the same degree. The turnover rate of the materials in non-fiction that are actually available for circulation is therefore a bit higher than is calculated. Juvenile fiction and nonfiction are similar to the adult categories.

Young adult fiction and non-fiction were combined in this report. Although the circulation from this area is not exclusively young adult users of the library, the movement of the collection so designated may be interesting as a separate entity.

Finally, non-print is the combination of adult non-print, juvenile non-print, and video categories. Video is easily the largest and most active section in this or any collection category. The first two non-print sections of this category therefore reduce the numbers calculated by a slight amount because they are less active. However, combining audiovisual items is done frequently, and this report has done so.

The first of the twelve columns lists the agency.

Column two shows the overall collection size according to the printout provided.

Column three is the annual circulation of each agency.

Column four shows the calculated turnover rate based on columns two and three; or column three divided by column two (and rounded to the nearest hundredth).

Column five shows the quantity of the collection category, according to the printout from JGRL.

Column six is a calculation showing the percentage of the collection that is that category. Or, column six is column five divided by column three (times 100 to reflect percentage).

Column seven shows the annual circulation of the collection category.

Column eight calculates the turnover of the collection category.

This is the beginning of the hybrid analysis, or level two measure, suggested in the Output Measures for Public Libraries. In other words, this is column seven divided by column five (and rounded to the nearest hundredth).

Column nine calculates the percentage of the collection that is the collection category in question; or column five divided by column two times one hundred (to provide percentage) and rounded to the nearest hundredth.

Column ten is the circulation of the entire collection in an average month, or column three divided by twelve and rounded to the nearest whole number.

Column eleven is the average circulation per month of the collection category, or column five divided by twelve and rounded to the nearest whole number.

Column twelve shows the percentage of the collection category that circulates in an average month. This is column eleven divided by column five, times one hundred (to get percentage) and rounded to the nearest tenth.

Averages have been calculated at the end of each column so that we have a system average. The calculations in the last row are done separately so that the larger or smaller agencies do not skew the average toward them.

The data offer a variation from traditional analysis. The spreadsheets show listings of collection category size (proportion) and the concurrent effect of this category on circulation, and the shorter period of time - an average month - with the resultant and more easily understandable figure of percentage of books used in each of the six collection categories over this relatively short period of time.

JGRL LEVEL II PERFORMANCE MEASURES - COLLECTION CATEGORY - ADULT FICTION

AGENCY	VOLUMES	ANNUAL CIRCULATN	TURNOVER RATE	AF VOLUMES	AF PERCENT	AF ANNUAL CIRCULATN	AF TURNOVER	AF PERCENT CIRCULATN	AVG MONTH CIRCULATN	AVG MON AF CIRC	% AF CIRC AVG MON
EAST CENTRAL	13847	43135	3.12	2903	20.96	6821	2.35	15.81	3595	568	19.6
GAUTIER	20761	58493	2.82	4257	20.50	10062	2.36	17.20	4874	839	19.7
GC LUCEDALE	14439	34423	2.38	3624	25.10	7688	2.12	22.33	2869	641	17.7
MOSS POINT	26429	52801	2.00	7549	28.56	10716	1.42	20.30	4400	893	11.8
OCEAN SPRINGS	29920	103514	3.46	7281	24.33	23410	3.22	22.62	8626	1951	26.8
PASCAGOULA	50285	161985	3.22	12023	23.91	36177	3.01	22.33	13499	3015	25.1
ST MARTIN	10035	31231	3.11	2108	21.01	6064	2.88	19.42	2603	505	24.0
VANCLEAVE	9835	27190	2.76	2365	24.05	5056	2.14	18.60	2266	421	17.8
AVERAGE	21944	64097	2.92	5264	23.99	13249	2.52	20.67	5341	1104	20.98

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JGRL LEVEL II PERFORMANCE MEASURES - COLLECTION CATEGORY - ADULT NON FICTION

AGENCY	VOLUMES	ANNUAL CIRCULATN	TURNOVER RATE	ANF VOLUMES	ANF PERCENT	ANF ANNUAL CIRCULATN	ANF TURNOVER	ANF PERC CIRCULATN	AVG MON CIRCULATN	AVG MON ANF CIRC	AVG MON %ANFCIRC
EAST CENTRAL	13847	43135	3.12	3054	22.06	5227	1.71	12.12	3595	436	14.26
GAUTIER	20761	58493	2.82	7626	36.73	15223	2.00	26.03	4874	1269	16.63
GEORGE CTY LUCEDALE	14439	34423	2.38	5732	39.70	9388	1.64	27.27	2869	782	13.65
MOSS POINT	26429	52801	2.00	10240	38.75	12047	1.18	22.82	4400	1004	9.80
OCEAN SPRINGS	29920	103514	3.46	10906	36.45	27029	2.48	26.11	8626	2252	20.65
PASCAGOULA	50285	161985	3.22	17443	34.69	38565	2.21	23.81	13499	3214	18.42
ST MARTIN	10035	31231	3.11	2762	27.52	6063	2.20	19.41	2603	505	18.29
VANCLEAVE CHR$(15)	9835	27190	2.76	2578	26.21	4820	1.87	17.73	2266	402	15.58
AVERAGE	21944	64097	2.92	8252	37.60	14795	1.79	23.08	5341	1233	14.94

JGRL LEVEL II PERFORMANCE MEASURES - COLLECTION CATEGORY - JUVENILE FICTION AND EASY

AGENCY	VOLUMES	ANNUAL CIRCULATN	TURNOVER RATE	JF - EASY VOLUMES	JF - EASY PERCENT	JF - EASY ANN CIRC	JF - EASY TURNOVER	JF - EASY PERC CIRC	AVG MON CIRCULATN	AVG MON JF&E CIRC	AVG MON %JF&ECIRC
EAST CENTRAL	13847	43135	3.12	3832	27.67	16884	4.41	39.14	3294	1407	36.72
GAUTIER	20761	58493	2.82	3600	17.34	13286	3.69	22.71	5305	1107	30.75
GEORGE CTY LUCEDALE	14439	34423	2.38	1680	11.64	8229	4.90	23.91	3634	686	40.82
MOSS POINT	26429	52801	2.00	3258	12.33	13720	4.21	25.98	4765	1143	35.09
OCEAN SPRINGS	29920	103514	3.46	3969	13.27	22648	5.71	21.88	7650	1887	47.55
PASCAGOULA	50285	161985	3.22	5088	10.12	34566	6.79	21.34	12490	2881	56.61
ST MARTIN	10035	31231	3.11	2300	22.92	10007	4.35	32.04	1631	834	36.26
VANCLEAVE	9835	27190	2.76	2263	23.01	6824	3.02	25.10	2039	569	25.13
AVERAGE	21944	64097	2.92	3249	14.80	15770	4.85	24.60	5101	1314	40.45

JGRL LEVEL II PERFORMANCE MEASURES - COLLECTION CATEGORY - JUVENILE NON-FICTION

AGENCY	VOLUMES	ANNUAL CIRCULATN	TURNOVER RATE	JNF VOLUMES	JNF PERCENT	JNF ANNCIRC	JNF TURNOVER	JNF PERC CIRCULATN	AVG MON CIRCULATN	AVG MON JNF CIRC	AVG MON % JNF CIR
EAST CENTRAL	13847	43135	3.12	1976	14.27	3762	1.90	8.72	3595	314	15.87
GAUTIER	20761	58493	2.82	2065	9.95	3241	1.57	5.54	4874	270	13.08
GEORGE CTY LUCEDALE	14439	34423	2.38	1442	9.99	3009	2.09	8.74	2869	251	17.39
MOSS POINT	26429	52801	2.00	2392	9.05	3528	1.47	6.68	4400	294	12.29
OCEAN SPRINGS	29920	103514	3.46	2299	7.68	5473	2.38	5.29	8626	456	19.84
PASCAGOULA	50285	161985	3.22	4098	8.15	12609	3.08	7.78	13499	1051	25.64
ST MARTIN	10035	31231	3.11	1404	13.99	2550	1.82	8.16	2603	213	15.14
VANCLEAVE	9835	27190	2.76	1231	12.52	2340	1.90	8.61	2266	195	15.84
AVERAGE	21944	64097	2.92	2113	9.63	4564	2.16	7.12	5341	380	18.00

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JGRL LEVEL II PERFORMANCE MEASURES - COLLECTION CATEGORY - YOUNG ADULT

6

AGENCY	VOLUMES	ANNUAL CIRCULATN	TURNOVER RATE	YA VOLUMES	YA PERCENT	YA ANNUAL CIRCULATN	YA TURNOVER	YA PERC CIRCULATN	AVG MON CIRCULATN	AVG MON YA CIRC	AVG MON % YA CIRC
EAST CENTRAL	13847	43135	3.12	892	6.44	1119	1.25	2.59	3595	93	10.45
GAUTIER	20761	58493	2.82	844	4.07	1907	2.26	3.26	5305	159	18.83
GEORGE CTY LUCEDALE	14439	34423	2.38	548	3.80	1198	2.19	3.48	3634	100	18.22
MOSS POINT	26429	52801	2.00	1107	4.19	684	0.62	1.30	4765	57	5.15
OCEAN SPRINGS	29920	103514	3.46	1299	4.34	2759	2.12	2.67	7650	230	17.70
PASCAGOULA	50285	161985	3.22	1363	2.71	4649	3.41	2.87	12490	387	28.42
ST MARTIN	10035	31231	3.11	393	3.92	612	1.56	1.96	1631	51	12.98
VANCLEAVE	9835	27190	2.76	345	3.51	840	2.43	3.09	2039	70	20.29
AVERAGE	21944	64097	2.92	849	3.87	1721	2.03	2.68	5139	143	16.99

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JGRL LEVEL II PERFORMANCE MEASURES - COLLECTION CATEGORIES - NONPRINT (ANP,JNP,VIDEO)

AGENCY	VOLUMES	ANNUAL CIRCULATN	TURNOVER	NONPRINT VOLUMES	NONPRINT PERCENT	NONPRINT ANNCIRC	NONPRINT TURNOVER	NP PERCENT CIRCULATN	AVG MON CIRCULATN	AVG MON NP CIRC	%NPCIRC AVG MON
EAST CENTRAL	13847	43135	3.12	332	2.40	6018	18.13	13.95	3595	502	151.1
GAUTIER	20761	58493	2.82	561	2.70	6528	11.64	11.16	5305	544	97.0
GEORGE CTY LUCEDALE	14439	34423	2.38	193	1.34	3016	15.63	8.76	3634	251	130.2
MOSS POINT	26429	52801	2.00	528	2.00	6729	12.74	12.74	4765	561	106.2
OCEAN SPRINGS	29920	103514	3.46	1040	3.48	13813	13.28	13.34	7650	1151	110.7
PASCAGOULA	50285	161985	3.22	2799	5.57	24926	8.91	15.39	12490	2077	74.2
ST MARTIN	10035	31231	3.11	224	2.23	4187	18.69	13.41	1631	349	155.8
VANCLEAVE	9835	27190	2.76	234	2.38	4956	21.18	18.23	2039	413	176.5
AVERAGE	21944	64097	2.92	739	3.37	8772	11.87	13.69	5139	731	98.9

The six spreadsheets utilize data provided to the consultants by the goals and objectives committee. There were no interpolations, extrapolations, or adjustments of any kind made to any of the branch information. Therefore the calculations are consistent with those data. Factors outside of the realm of those data are not dealt with in any detail. Each branch facility is probably affected equally or in nearly the same amount by whatever factors make any column or row of statistics appear inaccurate.

Two summary charts are provided that amplify two important columns of figures. The summary chart of turnover at each library - of the total collection and the six categories from the spreadsheets - reflects this output measure and a comparison from one agency to another.

SUMMARY CHART - TURNOVER OF COLLECTION CATEGORIES

	All Volumes	Adult Fiction	Adult Non-Fic	Juvenile Fiction	Juvenile Non-Fic	Young Adult	Non-Print
EC	3.12	2.35	1.71	4.41	1.90	1.25	18.13
GA	2.82	2.36	2.00	3.69	1.57	2.26	11.64
GC	2.38	2.12	1.64	4.90	2.09	2.19	15.63
MP	2.00	1.42	1.18	4.21	1.47	0.62	12.74
OS	3.46	3.22	2.48	5.71	2.38	2.12	13.28
PA	3.22	3.01	2.21	6.79	3.08	3.41	8.91
SM	3.11	2.88	2.20	4.35	1.82	1.56	18.69
VC	2.76	2.14	1.87	3.02	1.90	2.43	21.18
(AVG.)	2 .92	2.52	1.79	4.85	2.16	2.03	11.87

Collection category proportions are an examination of the performance of one category against the percentage that category is within the collection as a whole. Librarians can see how sections perform in relation to the whole collection, their percentage within the collection, or against other categories of the collection. In most instances, the proportions are very close, indicating that these proprtions are a determining factor in the circulation of each category; and there are some trends revealed as well, discussed following the table.

SUMMARY CHART - COLLECTION AND CIRCULATION PROPORTIONS

	Percent AF	Percent AF Circ	Percent ANF	Percent ANF Circ	Percent NonPrint	Percent NP Circ
EC	20.96	15.81	22.06	12.12	2.40	13.95
GA	20.50	17.20	36.73	26.03	2.70	11.16
GC/L	25.10	22.33	39.70	27.27	1.34	8.76
MP	28.56	20.30	38.75	22.82	2.00	12.74
OS	24.33	22.62	36.45	26.11	3.48	13.34
PA	23.91	22.33	34.69	23.81	5.57	15.39
SM	21.01	19.42	27.52	19.41	2.23	13.41
VC	24.05	18.60	26.21	17.73	2.38	18.23
AVG.	23.99	20.67	37.60	23.08	3.37	13.69

	Percent JF	Percent JF Circ	Percent JNF	Percent JNFCirc	Percent YA	Percent YA Circ
EC	27.67	39.14	14.27	8.72	6.44	2.59
GA	17.34	22.71	9.95	5.54	4.07	3.26
GC/L	11.64	23.91	9.99	8.74	3.80	3.48
MP	12.33	25.98	9.05	6.68	4.19	1.30
OS	13.27	21.88	7.68	5.29	4.34	2.67
PA	10.12	21.34	8.15	7.78	2.71	2.87
SM	22.92	32.04	13.99	8.16	3.92	1.96
VC	23.01	25.10	12.52	8.61	3.51	3.09
AVG.	14.80	24.60	9.63	7.12	3.87	2.68

1. Fiction always circulates less than its proportion. The largest deviation was only 8.26 percentage points (Moss Point). (Some consideration might be given to reducing the size of this collection. Note that the turnover rate at this agency was also the lowest.) Is this telling us something about the usage at an agency? Is it telling us something about librarian preferences or programmatic efforts such as merchandising? Answers are for the librarians to decide.

2. Non-fiction also circulates less than its proportion within the collections, this time by greater margins (varying from 8.11 to 15.93 less than circulation). Non-fiction collections usually require more numbers to answer in-house questions and provide various kinds of support to information needs. The important matter here is that we understand this phenomenon and apply it to collection development.

3. Video and non-print are combined. The obvious popularity of videotapes requires little explanation and the proportional comparison and the turnover rate reaffirm what we already know.

4. Juvenile fiction, on the other hand, always performs better than its proportion. This time, the agency with the largest variance from the propotion was Moss Point, circulating more than twice the percentage of actual materials in the collection (13.65% more). Note that this is the same agency where the adult collection performed in inverse proportion to this. Perhaps the collection size in these two areas needs to be adjusted. In any case, this phenomenon needs to be addressed.

5. Juvenile non-fiction show a similarity to adult non-fiction, but with a consistently smaller variance. The circulation numbers are close to the proportions in each agency; the largest departure from equality being 5.83%.

6. Young adult materials are small in number, but the generally smaller numbers on the circulation side mean more programmatic efforts may be necessary.

Thirdly, a comparison of the turnover rate of each section with the circulation performance of this category of the collection can also reveal trends at that library, perhaps even strengths and weaknesses. For example, although the turnover rate and performance of juvenile fiction is consistently good, the proportions in the collection of juvenile fiction at all agencies lags behind this activity. If other categories have priorities that outweigh this phenomenon, then the system need not consider this an issue. If feelings are to the contrary, further study or action should be considered.

The consultants caution once again that numbers are not qualitative nor conclusive. Also, comparisons from one agency to the next is informative but not necessarily evaluative. The numbers are certainly evidence of certain activities and need to be looked at for trends and problems. There is no negative implication suggested, nor is "corrective" action on the agenda. However, we think knowledge and understanding of these numbers at the local and system wide level will assist in decision-making, and possibly assist in improvement of collection development and performance at each level.

Recommendations

1. All branch managers should be aware of the turnover, proportional distribution of collection categories and their corresponding circulation percentages, and the relationship of these numbers to one another. Most of this can be gleaned by examination of the spreadsheets, the summary charts, and the knowledge the branch managers and system administrators already have of the activity in their libraries.

2. The library system should incorporate the collection analyses into the annual summary of circulation. These numbers should be discussed and understood.

3. Staff education on the factors affecting circulation should be undertaken. Merchandising, weeding, readers' advisory, and library programs should be considered in the context of collection development and maintenance. The collection development manual of Hennepin County Library would be an excellent source for discussion. The displays manual from Anne Arundel County Library would be another good source for techniques in this area. The Saricks and Brown work, Readers' Advisory In The Public Library is a third useful title. For consultation purposes additional information on these volumes is appended.

Additional Sources to Review on Collection Development and Maintenance

1)Hennepin County Library, Minnesota, "Collection Development Manual."

2) Anne Arundel County, Maryland, "Materials Display Manual."

3)Readers' Advisory Service in the Public Library

ADULT FICTION

Condition	Dirty, worn, smelly, torn or missing pages. Cracked spines: if the book if still clean inside and if the dust jacket is in good condition; the book can be considered for rebinding (see bindery guidelines). Yellowing or poorly printed pages. Poor print.
Circulation	This varies title by title and individual judgment is needed. A general guideline is that any novel that averages less than six circulations per year is not useful in most community libraries. Also, if it has not circulated within the last six months to a year it could be withdrawn. If an Area Library can afford the space, titles need not meet these criteria.
Popularity	Many novels are selected to reflect a broad range of writing. Others are selected to fulfill a known community interest or a specific patron title request. Sometimes one of these novels becomes very popular, but most frequently they serve an important function in the collection only during their first one to three years. CLI's - Keep 1-2 years CLII's - Keep 1-3 years CLIII's - Keep 1-4 years CLIV's - Keep 1-5 years Area Libraries - Keep according to use
Duplicates	Most duplicates of popular titles should be withdrawn from the community library as soon as the interest in that title wanes. Some duplication is necessary because of local school assignments, but these titles should be checked regularly for condition and use. Area Libraries may keep two or more copies of a title, depending on use and space.
Series	Some novels in series should be withdrawn when the earlier titles are no longer in the collection or are not replaceable.
Short Stories	Keep collections of famous American and European writers as long as there are school assignments or general interest in your community. Keep collections of stories by authors such as O.Henry, Hemingway, etc. Keep the last year or two of the annual "best of" collections in the community libraries. Area Libraries should keep complete runs, but they need to be weeded for condition.

Translations	Most translations are purchased for the Area Libraries, the largest Community Libraries, and other libraries that have expressed a need for them in their community. These will be weeded according to standard practice,or as soon as interest in a specific title has passed.
Mysteries, Spy	We purchase many titles and in large quantities. You should have a good selection of new and recent mysteries and spy fiction in addition to some of the older popular authors (Christie, Ludlum, etc.).
Gothics, Romances, Historical	Most of these books are very popular when they are new, and will probably wear out. If not, they have probably passed their peak and should be considered for weeding.
Westerns	Keep this section stocked with new and recent titles, except for the perennial favorites (Grey, L'Amour, etc.). Older unattractive reprints should be weeded, and replacements requested as needed.
Science Fiction, Fantasy	There are many classics in this genre, both authors and titles. Weed these on condition and order replacements as needed. Most science fiction and fantasy titles fall under general fiction guidelines and should be kept as long as they are useful and in good condition.
Best Sellers	HCL buys these titles in multiple copies. Weed on condition when the titles are new. Watch for copies of major authors that can be rebound before they are too damaged. Weed duplicates as interest dies, and request replacement copies of older titles, if needed, when new titles by these authors are announced.
Classics*	Weed on condition and order replacements as needed. Classics may be kept as long as there is a demand. Keep duplicate copies, as needed, for school assignments.

* Standard bibliographies, such as Reader's Adviser, Fiction Catalog may be helpful in defining "classic".

NONFICTION (ADULT)

COMMUNITY LIBRARIES

	Circulating encyclopedias	Withdrawal is covered in the SdIS memo "Encyclopedia ordering guidelines."
	Civil Service Exam Books	These occur in many Dewey classes. Titles over 5 years old: Arco - withdraw according to schedule of copyright dates given in book. If the title is the first edition discard if the second edition is listed in BIP. National Learning Corporation - withdraw titles after 5 years
	Annuals	Keep current edition plus 2 previous editions. Note: Physicians Desk Reference - keep only 1 previous edition.
	Biennials	Keep current edition plus 1 previous edition. Note: For automatic conversion titles, the current edition is the reference copy.
001.64 004-5	Computers Old # Computers New #	Keep up to 5 years Exceptions: 1. Buying guides - 2 years 2. Computer languages (not including those for specific computer models) - 10 years or until surpassed by a new version. 3. Logic and math - 10 years.
010	Bibliographies	Most titles not used after 10 years
020	Library Science	Keep up to 10 years.
100	Philosophy	Weed on condition and use. Most titles should be pulled after 10 years. Replace as needed.
150	Psychology	Weed on condition and use; popular psychology, 3-5 years. Keep text books 5 years. Replace if needed.
200	Religion	Weed on use and condition, but basic materials on most religions and sects should be present. Replace if new material is not available. Keep titles of popular nature no more than 10 years unless author is well known.

290	Mythology	Condition is the basic guideline for Greek and Roman mythology - all others should be judged on use.
300	Sociology	Keep textbooks and popular titles 5 years. Keep other titles up to 10 years.
320	Politics	Keep up to 5 years except for significant historical material.
330	Economics	Keep textbooks up to 5 years. Weed other titles on condition and use.
332	Personal Finance	The tax code was revised Fall 1986; pull books published before 1987 containing out-of-date information. Watch for new editions; discard soiled. Almost all material in this area is out date within 5 years, but some of it goes out of date sooner.
	Real Estate	Buying, selling, financing, investment (332.6324-) 2 years. Condominums (333), appraising (333), law (346.043), math (333) - 5 years. Exam books (333) - 3 years. History (333) - up to 10 years.
340	Law	Only the history of law should be over 5 years old. All others should be checked regularly for accuracy and currency. Uniform Building Code (343.078I) - keep latest 2 editions.
364	Crime	This is a very popular area. Weed on condition and use. Replace popular titles very selectively.
370	Education	Materials on the history of education and on special trends in education can be kept as long as condition and use warrants. Test prepration books (ACT, SAT, etc.) (378.16) - keep 5 years. Note: Because of substantial changes, keep GED test books beginning with the 1987 ed. only.
394	Holidays	Books giving specific dates for festivals and fairs need to be current. Others should be weeded on condition and use.

398	Folklore/Fairy Tales	Keep as long as use and conditions can justify. Weed material such as folklore of the South, unless it has a special use in your community. Most regional folklore will be represented in the Area Library collections. Fairy tales should represent a range of countries and cultures.
400	Linguistics	Weed on condition and use.
	English	Keep dictionaries and grammars up to 10 years.
	Other languages	Weed on condition and use. Most Libraries will not need many except the major European languages.
500-599		Keep titles aiming to present up-to-date information, such as textbooks, according to the schedule given below. Weed other titles on condition and use. Few titles will be kept longer than 10 years.
500	Natural history	Keep up to 10 years
510	Mathematics	Keep up to 7 years.
520	Astronomy	Keep up to 5 years.
530	Physics	Keep up to 5 years.
540	Chemistry	Keep up to 5 years.
550	Earth Sciences	Keep up to 10 years.
560	Paleontology	Weed on use and condition.
574	Biology	Keep up to 5 years.
575	Genetics	Keep up to 5 years.
580	Botany	Keep up to 10 years.
590	Zoology	Keep textbooks up to 8 years.
600	Inventions	History of inventors and inventions may be kept longer than 5 years.
610-19	Medicine	Keep 3-5 years. Only anatomy and history of medicine should be kept longer than 5 years.

620	Applied Science	Generally keep 3-5 years except for historic or unique material that is being used.
	Radio/Television	Keep up to 5 years except for repair manuals. Weed electronics projects for condition.
629	Auto Repair	Keep as long as being used - condition is less critical, but watch for water damage, extreme soil.
630	Farming/Gardening	Keep 5 years, but watch out for materials that become dated because of their recommendations of chemicals. Keep "classic" gardening authors but remember that techniques and hybrids change rapidly and should be up to date.
	Veterinary Medicine	Keep 5 years or until superceded by new edition/material.
	Pets	Weed by condition, remember that breeds develop, standards change, and many become dated.
640	Home Economics	Material should be current, weeded as soon as interest lags. Because so much is purchased, CLI's and II's should keep only 1-3 years. Except for classic cookbooks, most in larger agencies should be turned over in 5 years. Watch for dated fashions in sewing and grooming books.
	Appliance Repair	Keep as long as being used. Weed on condition.
650	Typing/Shorthand	Discard when worn and shabby.
	Letter Writing	Weed based on use.
	Business	Keep 3-5 years maximum except for secretarial handbooks. These should be discarded as soon as a new edition is received or when they are worn.
660	Chemical, Food Products	Keep 3 years or less.
670-80	Woodworking/Furniture	Weed on condition and use.
	Clocks/Guns/Toys	Weed on condition, and usefulness. Some may be of interest to collectors but most should be weeded after 5 years.
690	Building	Basic material may be useful well past the 5 year limit. Check for dated equipment, building materials, techniques, etc.

700	Art-Art History General and by Country	Keep standard titles; check for condition and quality of illustrations; pages turning yellow, color reproductions faded. Request replacement for basic surveys and histories.
710	Civic and Landscape Art	Weed on use and check older material for quality of paper and illustrations. Keep maximum of 10 years.
720	Architecture	Keep maximum of 10 years. Weed on condition and use. Request replacement for basic surveys and histories.
730	Plastic Arts, Sculpture, Carving, Ceramics	Techniques, keep a maximum 10 years unless author/artist is prominent and still requested. Keep history as long as in good condition and in use.
	Numismatics	Keep 5 years maximum for price guides, but as long as useful for history. Smaller agencies keep according to space. Annuals 1 year, plus current, depending on use.
740	Antiques, etc.	Keep 5 years for price guides or longer if of historical interest, and if condition allows. Smaller collections may want only current, depending on use. Basic books without prices can be kept as long as condition and use warrant.
	Drawing/Painting Techniques	Keep maximum of 10 years. Check for condition, quality, and use. Weed old if newer, or better condition titles are present.
	Crafts	Weed out-of-date fads, and little-used material. Keep others according to use and condition.
760	Stamp Catalogs	Keep 2 years, plus current, depending on use, and shelf space.
770	Photography	Methods should be kept no longer than 5 years. Collections and histories may be kept as long as use and condition allows. Watch for outdated equipment.
780	Music	Keep basic material, especially songbooks. Request replacements of standards. Weed on condition and use.

790	Games	Check for current rules, new editions, etc.
	Performing Arts	Keep maximum of 10 years unless author is notable or subject in demand. Weed on condition and use. Many more recent "biographies" are now in 921's.
	Sports	Weed on condition, use and if newer, material available. Check for rule changes in older material.
800	Writing Techniques	Keep 3-5 years, depending on agency size, because a lot of new material is purchased.
	Literature	Basic material may be kept, but should be checked for condition and replacements requested when worn and dirty. Reject rebound copies without dust jackets.
	Poetry	Keep basic authors, but replace when needed. Weed minor poets after 5 years. Check for actual use.
	Plays	Keep these in good condition, request replacements as needed, weed when interest in an individual play or author wanes.
	Humor	Keep this area new and fresh. Much humor is dated after 5 years, but replace standards when needed.
	Criticism	Keep most material only for authors of current interest to the general public and to meet school assignments. Replace standard works before they get soiled and worn. Weed dated criticism of contemporary authors.
900	Geography/Travel	Keep 5 years unless of historical value. Annual guides may be kept for up to 2 years. Personal travel accounts depend on historical value and interest in the author. Most are quickly dated and should be weeded when use declines.

Biography	If you have never heard of the subject, weed the book as soon as possible. For subjects of permanent interest, one adult and one juvenile biography may be enough, depending on size of agency. Celebrity biographies should be weeded as soon as interest dies down. There will be a new celebrity next month so don't clutch up. Replace standard titles according to use.
History	Keep basic material depending on the needs of the community. Check for condition and use. Watch for dated interpretations and view points. Keep local history if condition and use warrant. Remember that Area or Historical Society Libraries may be most appropriate for holdings. Replace standard titles according to use. 10 years maximum for country histories, and area handbooks, unless author is notable or specific title is in demand.

AREA LIBRARIES

	Circulating encyclopedias	Withdrawal is covered in the SdIS memo "Encyclopedia ordering guidelines".
	Civil Service Exam Books	These occur in many Dewey classes. Titles over 5 years old: Arco - withdraw according to schedule of copyright dates given in book. If the title is the first edition, discard if the second edition is listed in BIP. National Learning Corporation - withdraw titles after 5 years
	Annuals	Keep current edition plus 2 previous editions. Note: Physicians Desk Reference keep only 1 previous edition.
	Biennials	Keep current edition plus 1 previous edition. Note: For automatic conversion titles the current edition is the reference copy.
001.64 004-5	Computers Old # Computers New #	Keep 5 years Exceptions: 1. Buying guides - 2 years 2. Computer languages (not including those for specific computer models) - 10 years or until surpassed by a new version. 3. Logic and math - 10 years.
010	Bibliographies	Most titles not used after 10 years
020	Library Science	Keep up to 10 years.
100	Philosophy	Weed on condition and use. Replace as needed.
150	Psychology	Weed on condition and use; popular psychology, 3-5 years. Keep text books 5 years. Replace if needed.
200	Religion	Weed on use and condition, but basic materials on most religions and sects should be present. Replace if new material is not available. Keep titles of popular nature no more than 10 years unless author is well known.
290	Mythology	Weed on condition and use.
300	Sociology	Keep textbooks and popular titles 5 years. Weed other titles on condition and use. Only titles of on-going interest should be kept longer than 10 years.

320	Politics	Keep 5 years except for significant historical material.
330	Economics	Keep textbooks should be no older than 5 years. Weed other titles on condition and use.
332	Personal Finance	The tax code was revised Fall 1986; pull books published before 1987 containing out-of-date information. Watch for new editions; discard soiled. Almost all material in this area is out of date within 5 years, but some of it goes out of date sooner.
	Real Estate	Buying, selling, financing, investment (332.6324-) 2 years. Condominums (333), appraising (333), law (346.043), math (333) - 5 years. Exam books (333) - 3 years. History (333) - 10 years.
340	Law	Only the history of law should be over 5 years old. All others should be checked regularly for accuracy and currency. Uniform Building Code (343.078I) - keep latest 2 editions.
364	Crime	Weed on condition and use. Replace popular titles very selectively.
370	Education	Materials on the history of education and on special trends in education can be kept as long as condition and use warrants. Materials on teaching methods and curriculum should be kept no longer than 5 years. Test preparation books (ACT, SAT, etc.) (378.16) - keep 5 years. Note: Because of substantial changes, keep GED testbooks beginning with 1987 ed. only.
394	Holidays	Weed on condition. Books giving specific dates for festivals, fairs, etc. need to be current.
398	Folklore/Fairy Tales	Keep as long as use and conditions can justify.
400	Linguistics	Weed on condition and use.
	English	Keep dictionaries and grammars for 10 years.
	Other languages	Weed on condition and use.

500-599		Keep titles aiming to present up-to-date information, such as textbooks, according to the schedule given below. Weed other other titles on condition and use.
500	Natural history	Keep 10 years
510	Mathematics	Keep textbook type material 7 years.
520	Astronomy	Keep 5 years.
530	Physics	Keep 5 years.
540	Chemistry	Keep 5 years.
550	Earth Sciences	Keep 10 years.
560	Paleontology	Weed on use and condition.
574	Biology	Keep 5 years.
575	Genetics	Keep 5 years.
580	Botany	Keep 10 years.
590	Zoology	Keep 8 years.
600	Inventors, Medicine	Generally keep 5 years except for history and anatomy. Weed anatomy for condition or as new editions/materials arrive.
620	Engineering, Applied Science	Keep 5 years unless book is unique on subject, or contains material of historical value, and is still being used. Communicate need for updated material to MSS.
630	Farms, Gardens, Domestic Animals	Keep up to date with new editions and weed older materials, 5- 10 years unless classics by recognized and still requested authors.
640	Home Economics	According to use and condition. Keep mostly current; except for classic cookbooks most should be turned over in 5 years. Watch for dated fashions in sewing and grooming books. Parenting - 5 years except for standard authors that are still being requested.
650	Business	Keep 5 to 10 years depending on content. Secretarial handbooks should be discarded as soon as a new edition is received or when they are worn. Keep standard authors that are still being requested.
660	Chemical, Food Products	Keep up to 5 years, depending on content.

670-80	Manufacturing, Woodworking, Metalworking	Keep 10 years, except that older books on crafts, clocks, guns, toys may still be useful. Weed for condition and also old textbooks as new editions arrive.
690	Building	Keep 5 years except for basic instructional material. Watch for dated equipment, techniques, building materials.
700	Art-Art History, General and by Country	Keep unless condition warrants discard. Check for condition and quality of illustrations - faded colors, yellowing pages. Request replacements, possible rebinding.
710	Civic & Landscape Art	Keep maximum 10 years. Keep histories and standard authors that are still requested.
720	Architecture	Keep maximum 10 years. Weed on condition and use, replace basic surveys and histories. Keep historic gardens and buildings while condition warrants.
730	Plastic Arts, Sculpture	Keep surveys and histories while condition warrants. Keep techniques for 10 years unless by a notable author still being requested.
	Numismatics	Keep 5 years for price guides. History as long as being used.
740	Drawing, Decorative Arts	Keep most if in good condition. 10 years for techniques unless author is recognized as notable and is still requested.
	Crafts	Weed out of date fads and little used material. Weed un-needed duplicates and older titles if newer, in better condition titles are available.
	Antiques	Keep 5 years for price guide; longer for material of historical interest if condition allows. Keep basic books without prices as long as condition and use warrants.
750	Paintings and Painting Techniques	Keep histories and surveys as long as condition and use warrants. Keep techniques 10 years unless author is recognized as notable and is still requested. Weed older titles if newer, in better condition titles are available.

760	Graphic Arts, Prints	Keep surveys and histories while condition and use warrant. Weed techniques after 10 years, unless by prominent and requested authors.
	Stamp Catalogs	Keep 3 years, plus current, depending on use.
770	Photography	Keep collections and histories as long as condition warrants. Keep equipment and techniques for 5 years unless by a recognized classic author, as Ansel Adams.
780	Music	Keep basics, especially history and song books while condition warrants. Keep according to condition and use, replace standards as needed.
790	Recreational & Performing Arts	
	Games	Check for current rules, & new editions, weed by use and condition.
	Performing Arts	Keep 10 years unless author is recognized and asked for or subject is in demand.
	Sports	Keep 5-10 years depending on use. Watch for rule changes, new editions or changes in equipment and techniques.
800	Literature	Weed minor authors, according to use. Keep basic authors, and collections, replace as needed.
	Writing Techniques	Keep 5 years depending on condition and use, availability of more recent titles.
	Poetry	Keep basics, replace as needed. Weed minor poets after 10 years based on use.
	Plays	Keep basics, replace as needed. Weed when interest in a particular play or an author diminishes.
	Humor	Weed by condition, replace standard authors still being read. Much is dated after 5 years.
	Essays	Keep basics, replace as needed, weed others by use.

	Criticism	Keep criticism of authors of interest to the general public and to meet school assignment needs. Weed dated criticism of contemporary authors and criticism of unknown or unused authors especially if their work is not represented in the collection.
900	Geography	Keep 5 years unless of historical interest.
	Travel	Annuals - current year plus two.
	Personal Accounts	Depends on use, is author of on-going interest or historical value. Weed most within 5 years.
	Biography	Unless subject has permanent interest or importance, discard as soon as demand subsides. Replace older biographies with newer ones of better quality; replace standard titles as long as they are being asked for, or if nothing newer is available on an important person.
	History	Replace standard titles according to use. Watch for dated interpretations, fairness and accuracy of text. Maximum of 10 years of country histories unless the author is notable or a specific title is in demand. Watch for new editions, weed old Area Handbooks. Keep local history.

UNCATALOGED PAPERBACKS

Uncataloged paperback collections are intended to provide a wide variety of titles, duplicated in quantities appropriate to the individual library, for the library browser. They are also meant to be a supplement to the cataloged collection for titles,subjects and genre in high demand. The physical condition of these books, and their use by the public are the primary guidelines to maintaining the collections.

Condition

A clean, new looking appearance is essential. Look for covers that are worn, torn, creased or peeling. Pages that are soiled, torn, loose, missing, or turning yellow.

Circulation staff should be alert to paperbacks in poor condition so that they are not reshelved.

Do not shelve too tightly in racks in order to avoid excessive damage to the covers.

Light mending or a new logo may be done for paperbacks in otherwise good condition.

Use

Lack of use in a paperback will be evident. Try promoting it once or twice and if that doesn't work, discard it.

Content

Nonfiction paperbacks are not likely to last as long as hard cover books, but if they do, the same guidelines apply. Weed at least once a year for content.

Discards

Discards in good condition should be sent to a predetermined larger library, or to Outreach.

Discards in poor condition may be held for a book sale, or if not salable put in a dumpster.

LIBRARY DEVELOPMENT
LOUISIANA STATE LIBRARY

MATERIALS DISPLAY MANUAL

Written by: Que Bronson
Branch Librarian

With: Holly Stone
Public Relations Specialist

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1981

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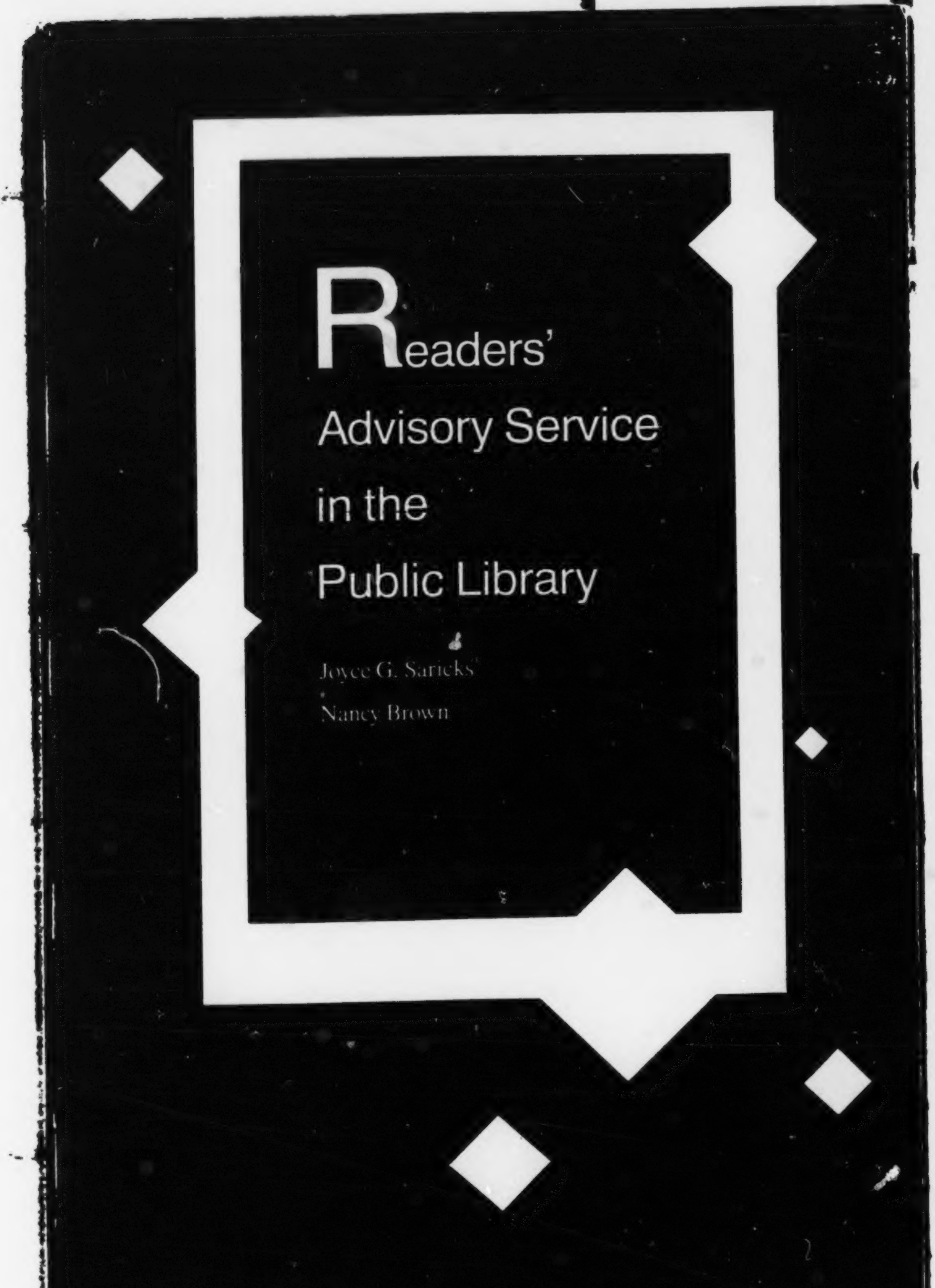

Readers' Advisory Service in the Public Library

Joyce G. Saricks

Nancy Brown

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Final Remarks

As the Jackson George Regional Library System moves on through the nineties it is well equipped to face challenges as its staff, administrators and Trustee leadership plan for progress with open minds and committed hearts.

Final Remarks

The Jackson George Regional Library System "Planning for Progress" initiative has had a solid and meticulous beginning. Community data have been gathered, surveys have been conducted of users and non-users, in-house studies have examined staff attitudes, collection development effectiveness, reference effectiveness and special services. Leadership opinions have been solicited through the Trustee Survey.

These data, carefully gathered and analyzed, provide solid benchmark information on which to measure and on which to assess progress toward goals. It is crucial that such planning take place. In the Westin report, Using the Library in the Computer Age, the authors state:

> If the public library is to retain its pivotal position in our local communities our national life, we must be aware of the multiple missions we are calling upon it to fulfill. By exploring who is using the public library today, for what purpose, and what Americans want of their public library tomorrow, we can determine what will be needed to enable the public library to meet our expectations.

The JGRL System planners set high goals. We know that per capita use as determined in the "Library Visits" Tally is 4.1.[2] This is far higher than the per capita average of the state of Mississippi (2.94) and somewhat higher than neighboring states of Louisiana (4.03); Alabama (3.38); or Florida (3.93). JGRL System use exceeds that of its own state and those that surround it. Moving outside the deep south region, however, we find stronger competition: Illinois (6.59); Kansas (8.0); Minnesota (8.73) and Maryland (9.73). We are strong for our region but there are states that exceed the JGRL average. How do we expand our base to increase per capita use? There are regions that do nearly twice as well as JGRL. Are reasons related to education, level of culture, quality of libraries? These questions remain to be answered.

What we do know is that careful identification of goals and objectives through an iterative planning process and careful analysis of evaluation studies and tools contribute to incremental improvement. Without such self-analysis, without concerted attention to shifting demographics and community needs, the library will not reflect its community.

As the Jackson George Regional Library System moves on through the nineties it is well equipped to face challenges as its staff, administrators and Trustee leadership plan for progress with open minds and committed hearts.

References

1. Alan F. Westin and Anne L. Finger. Using the Public Library in the Computer Age: Present Patterns, Future Possibilities. A National Public Opinion Survey Report by the Reference Point Foundation, in cooperation with the American Library Association. (Chicago: American Library Association, 1991).

2. Public Libraries in 50 States and the District of Columbia: 1989. (Washington, D.C.: U.S. Department of Education, Office of Educational Research and Improvement, 1991) Table 15 ("Total annual circulation and interlibrary loans per capita).